

10

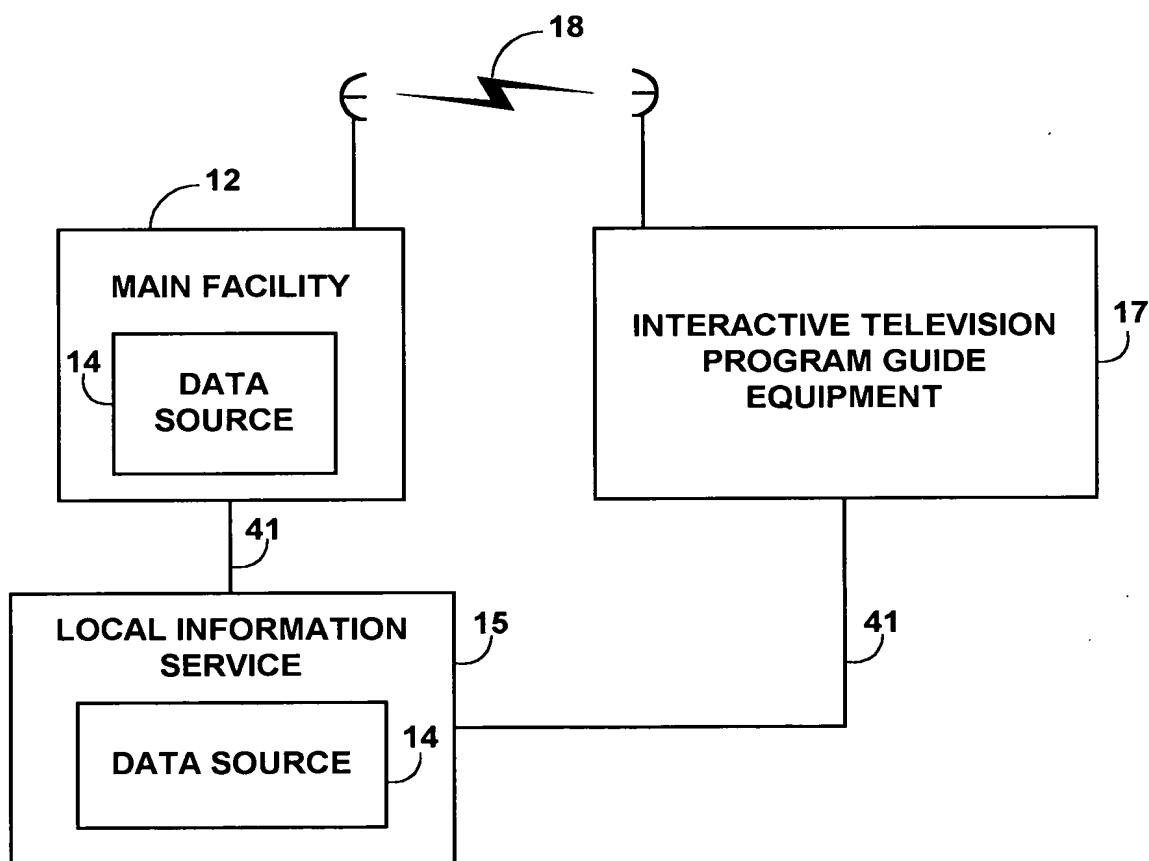


FIG. 1

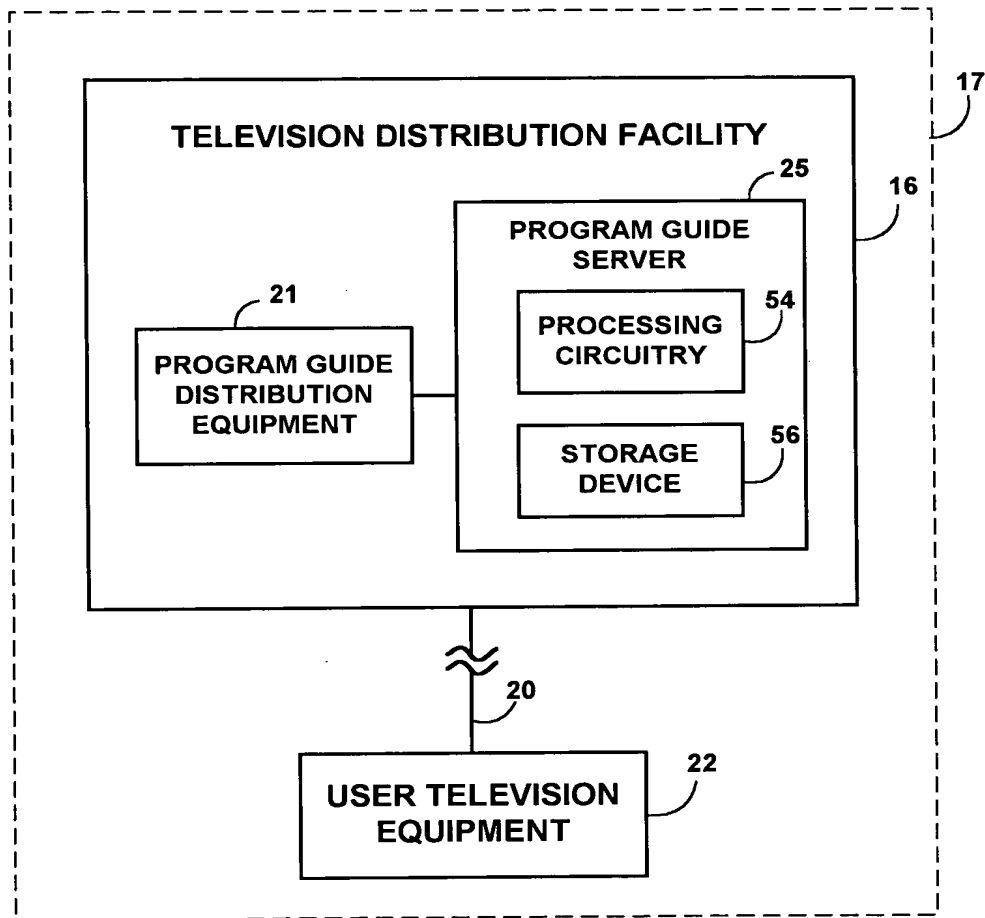


FIG. 2a

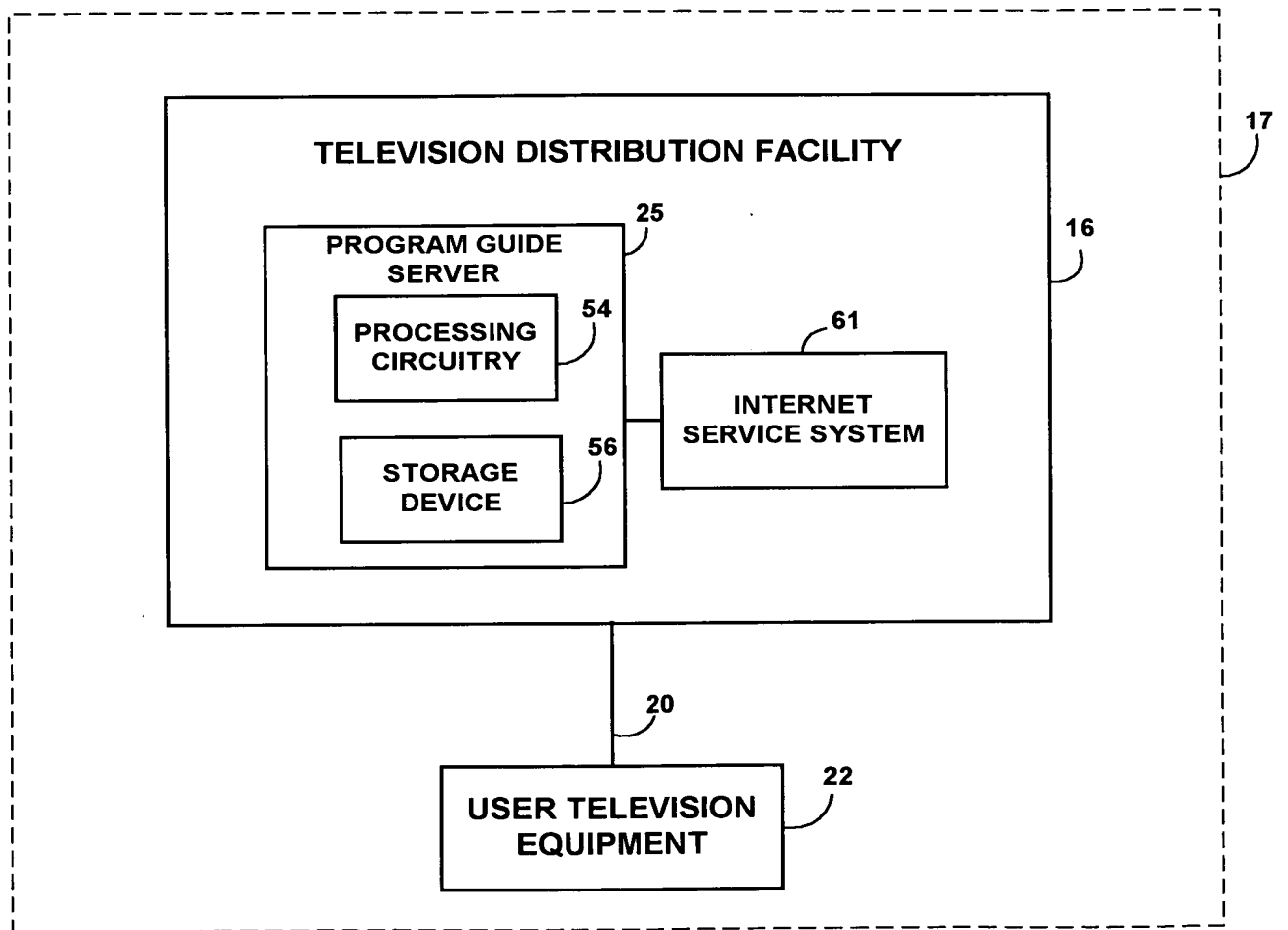


FIG. 2b

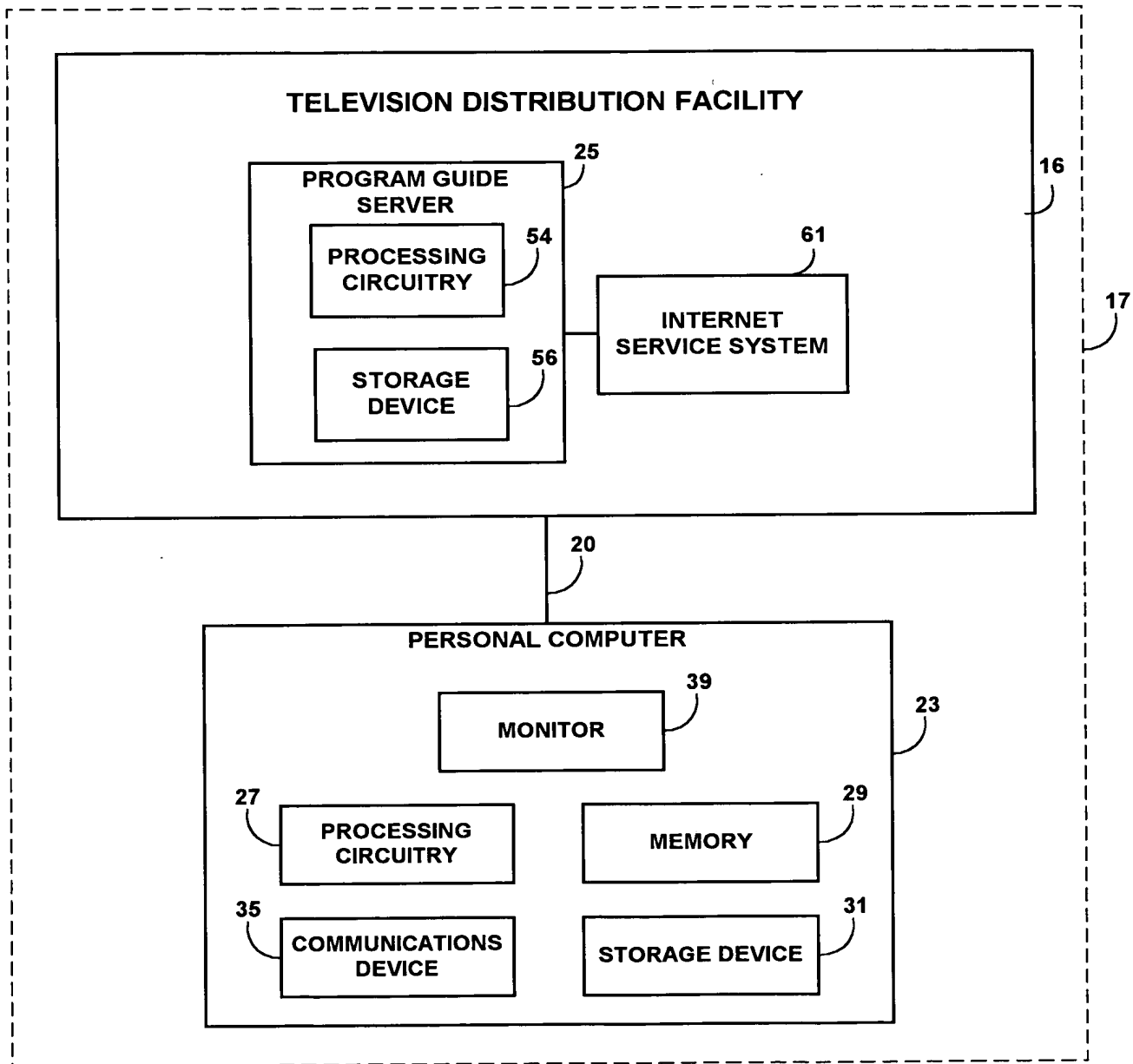


FIG. 2c

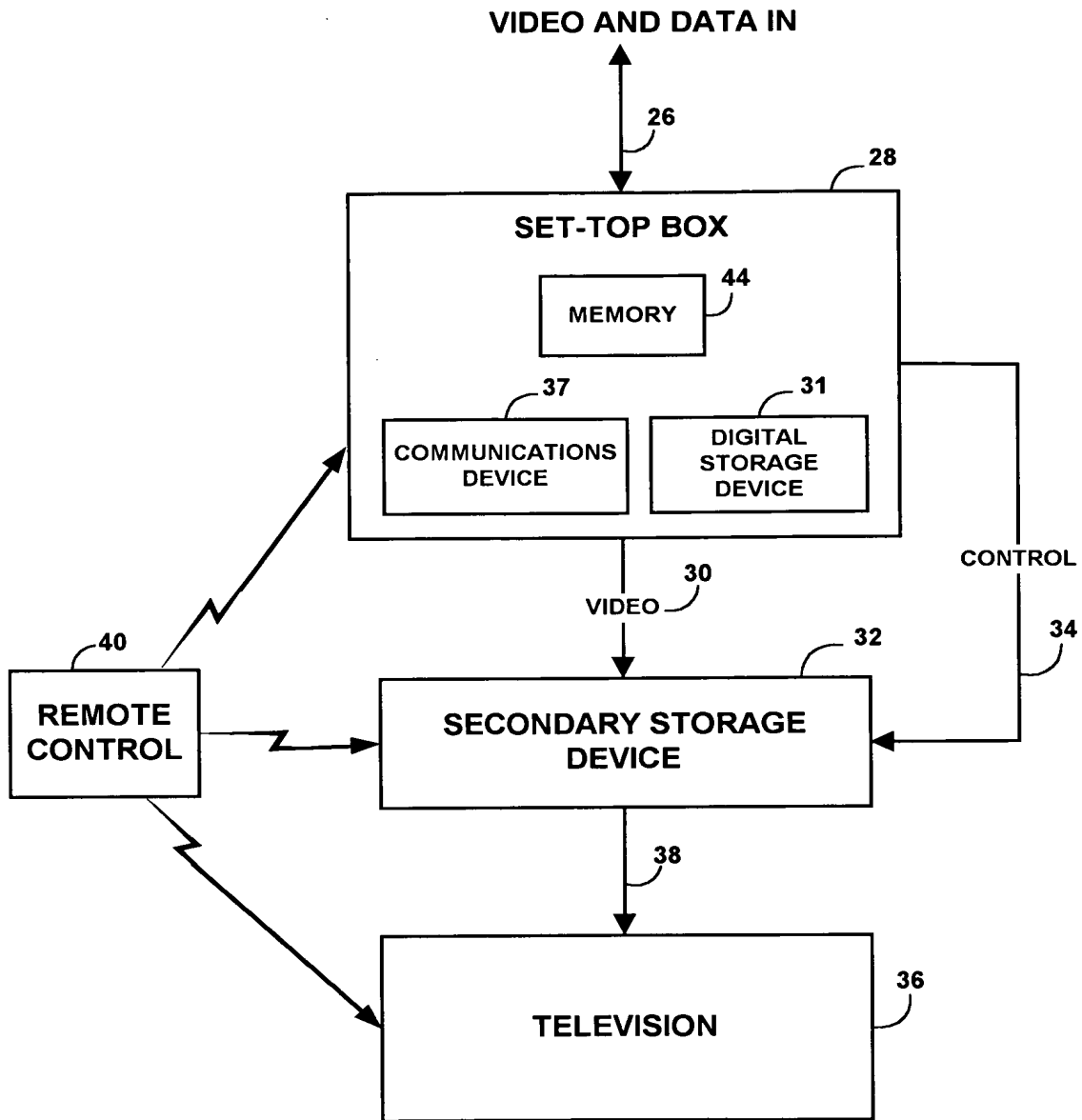


FIG. 3

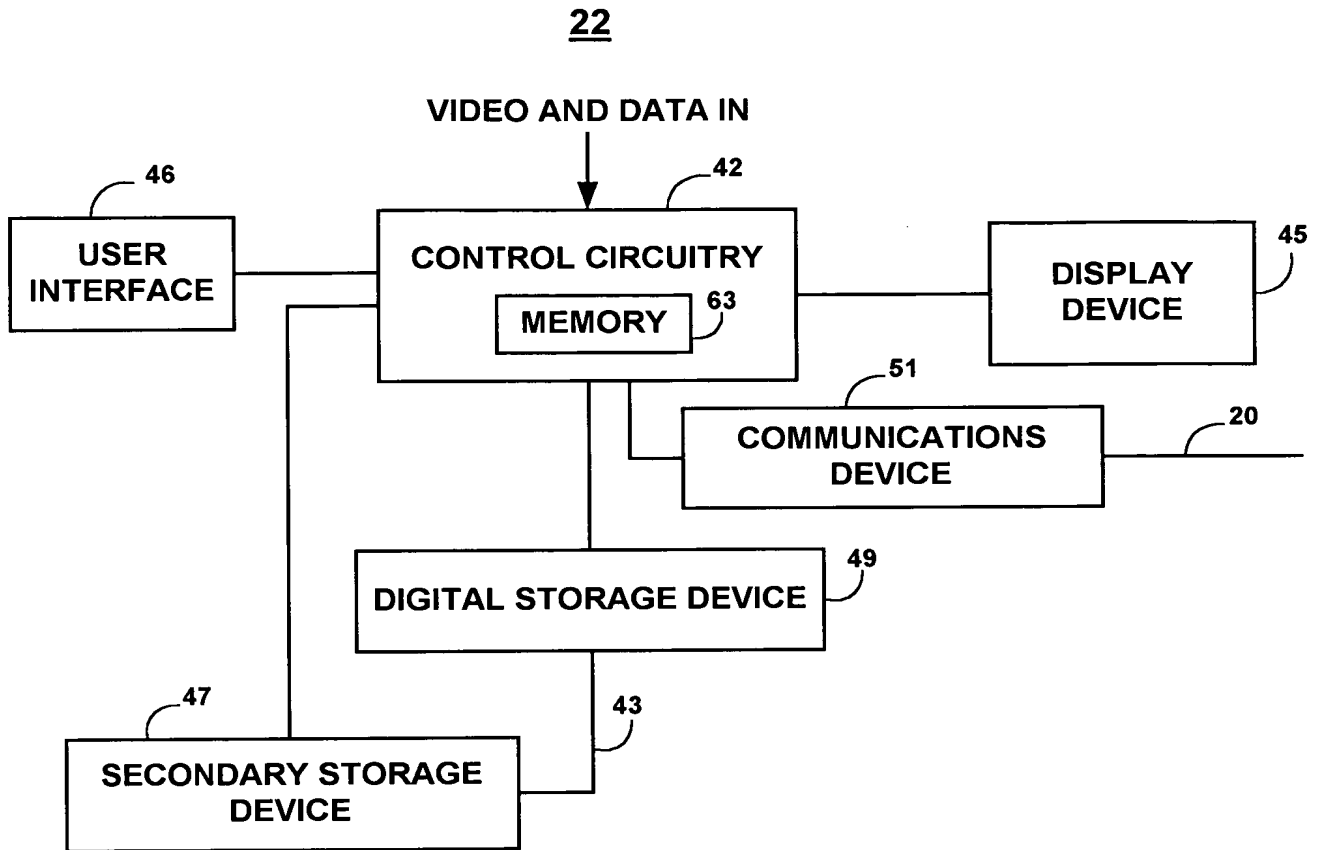


FIG. 4

100

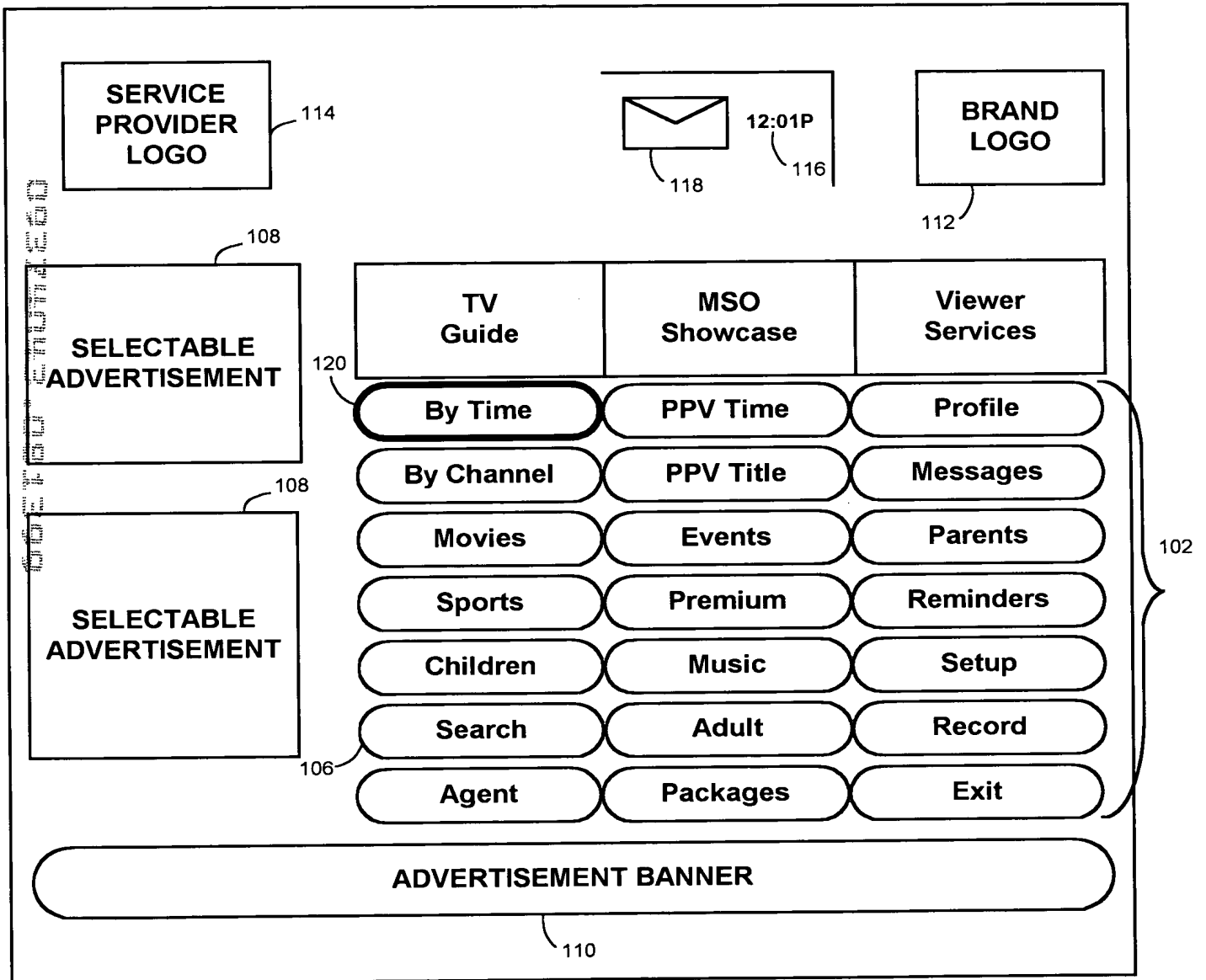


FIG. 5

130

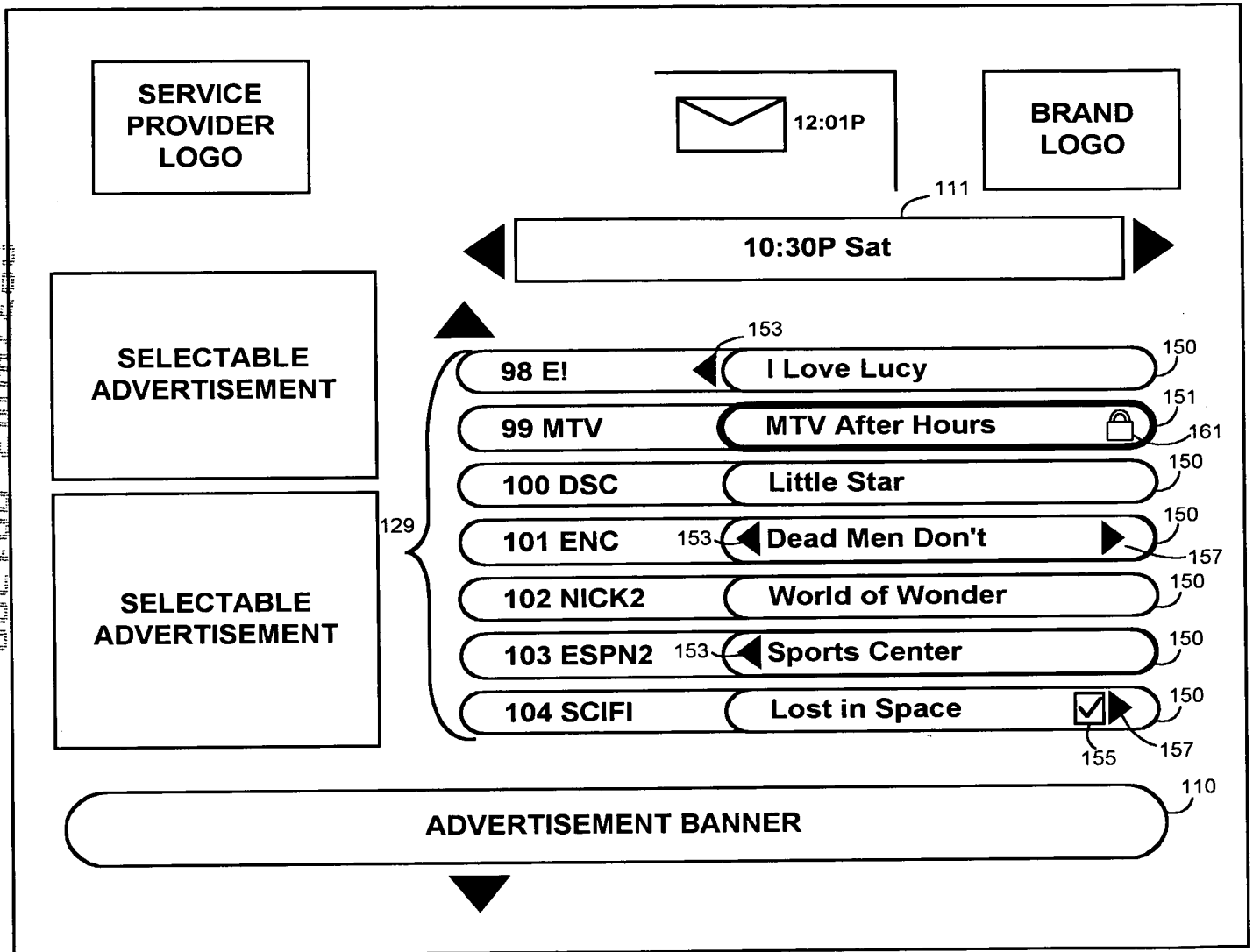


FIG. 6

143

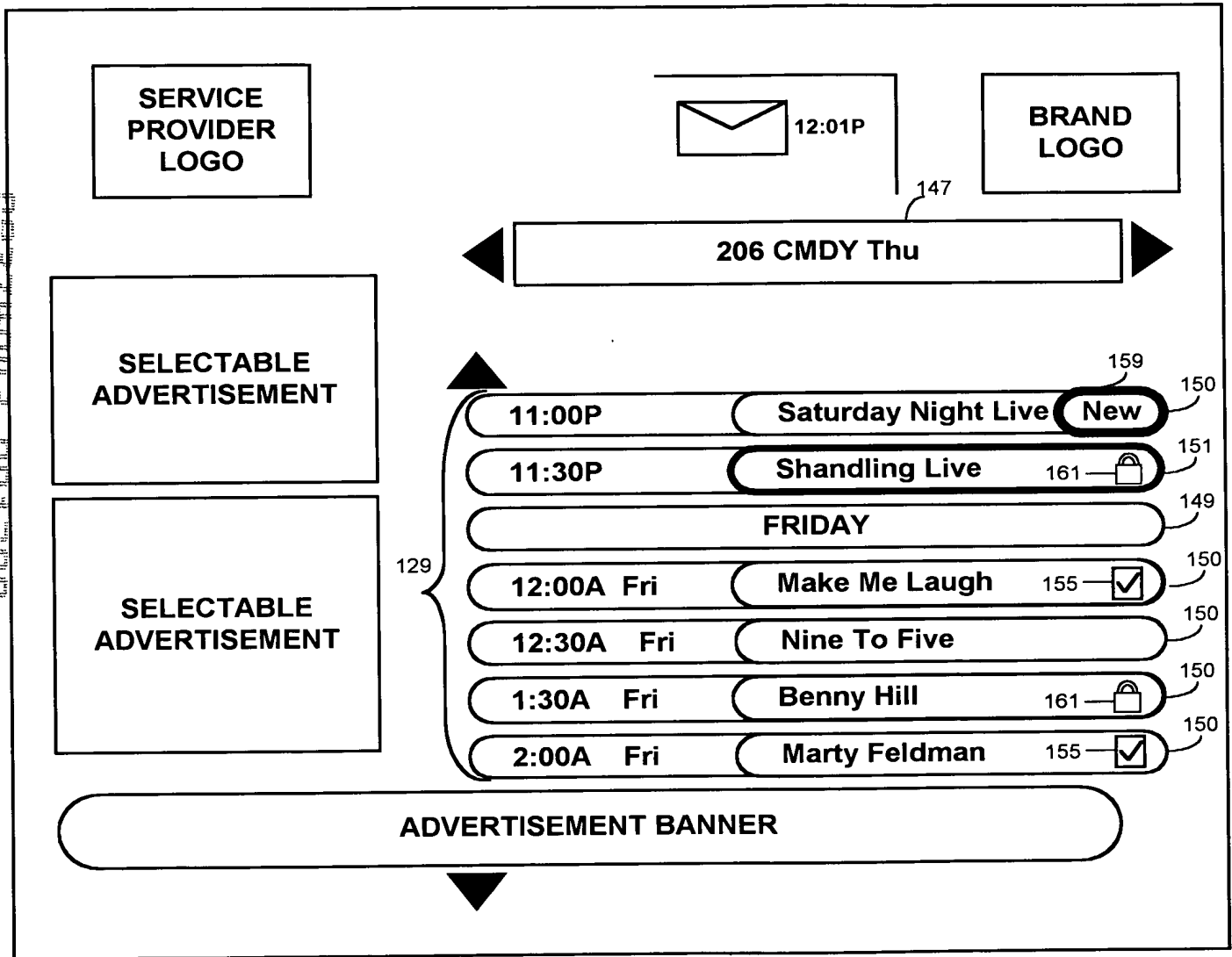


FIG. 7

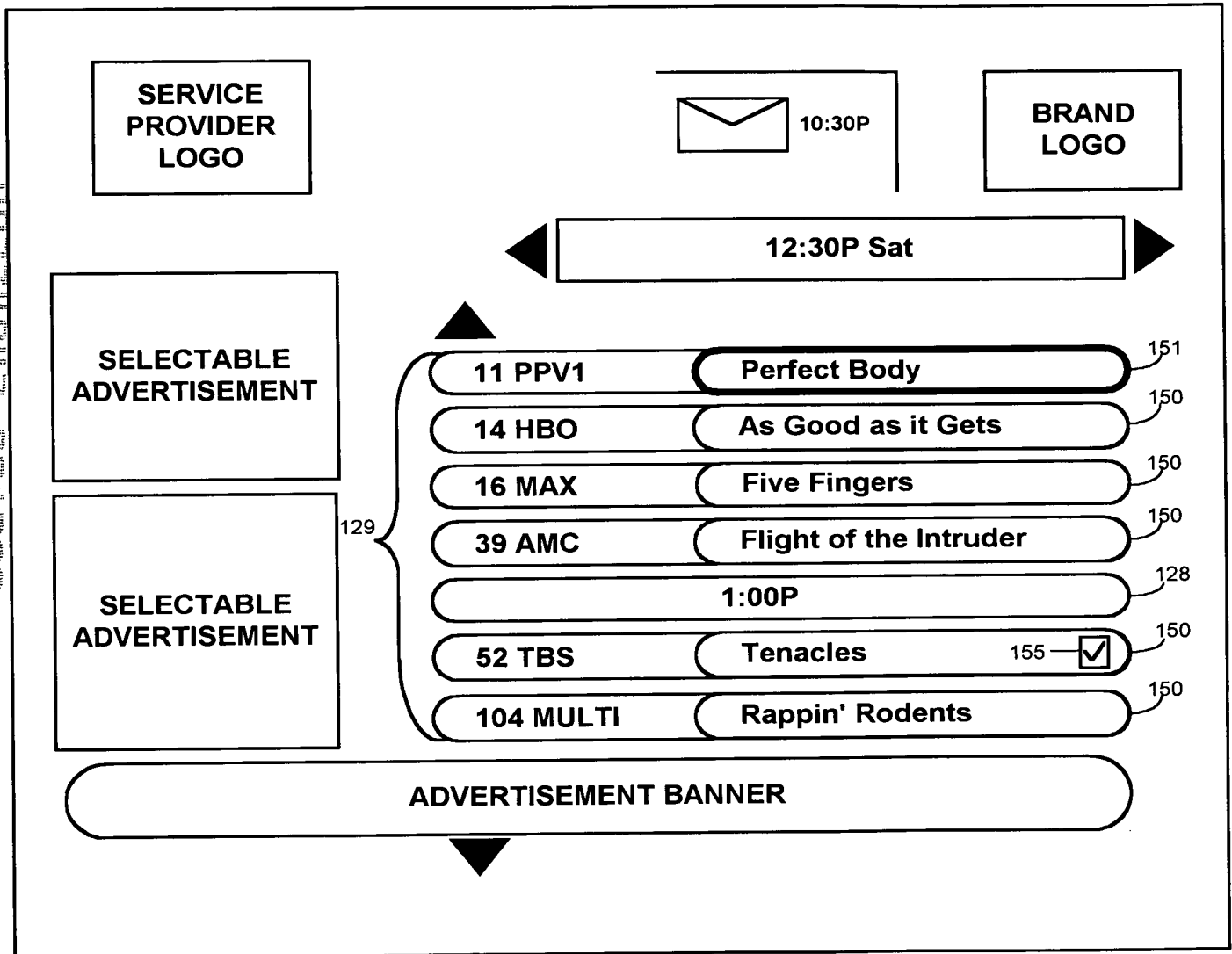


FIG. 8a

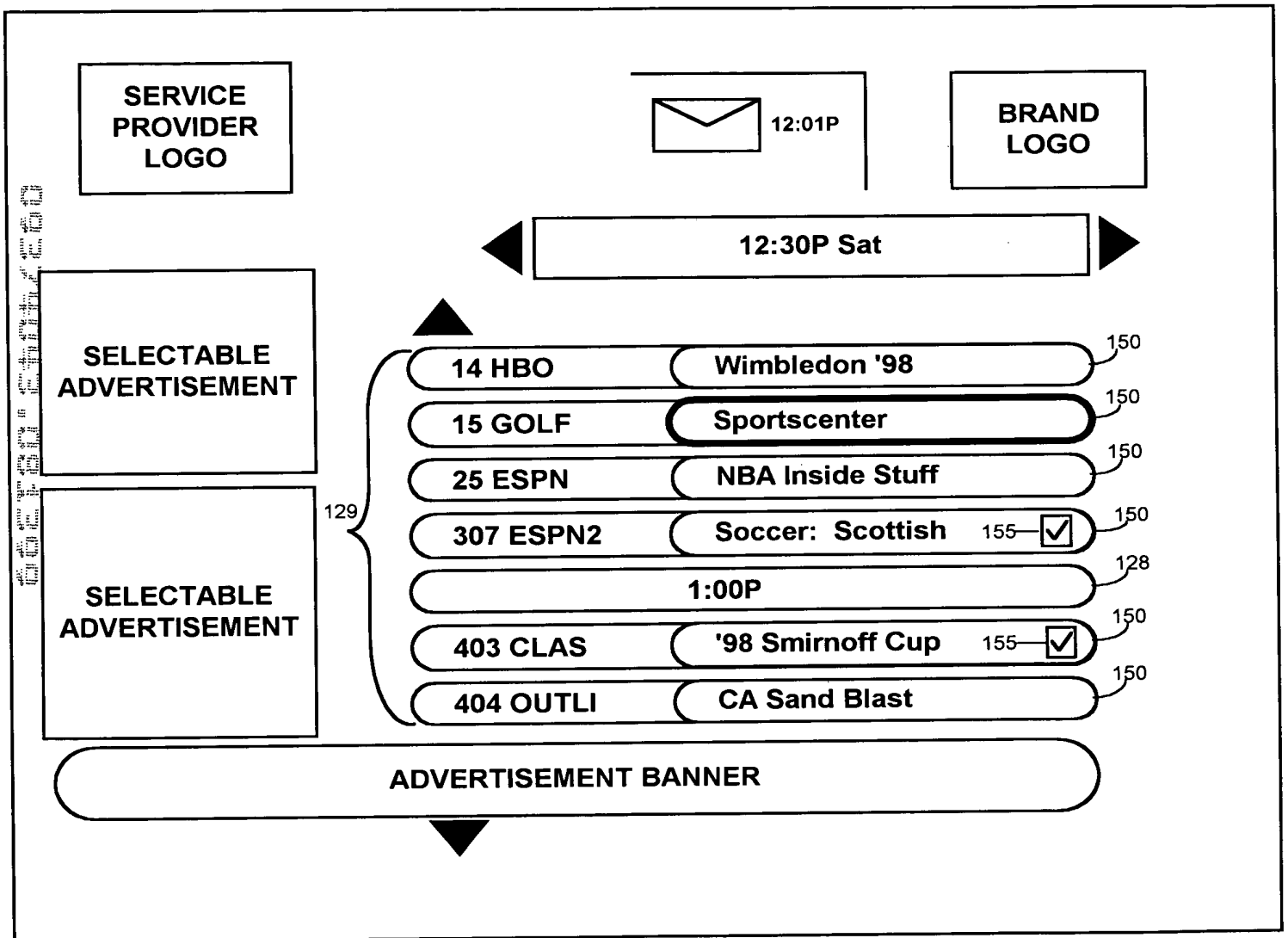


FIG. 8b

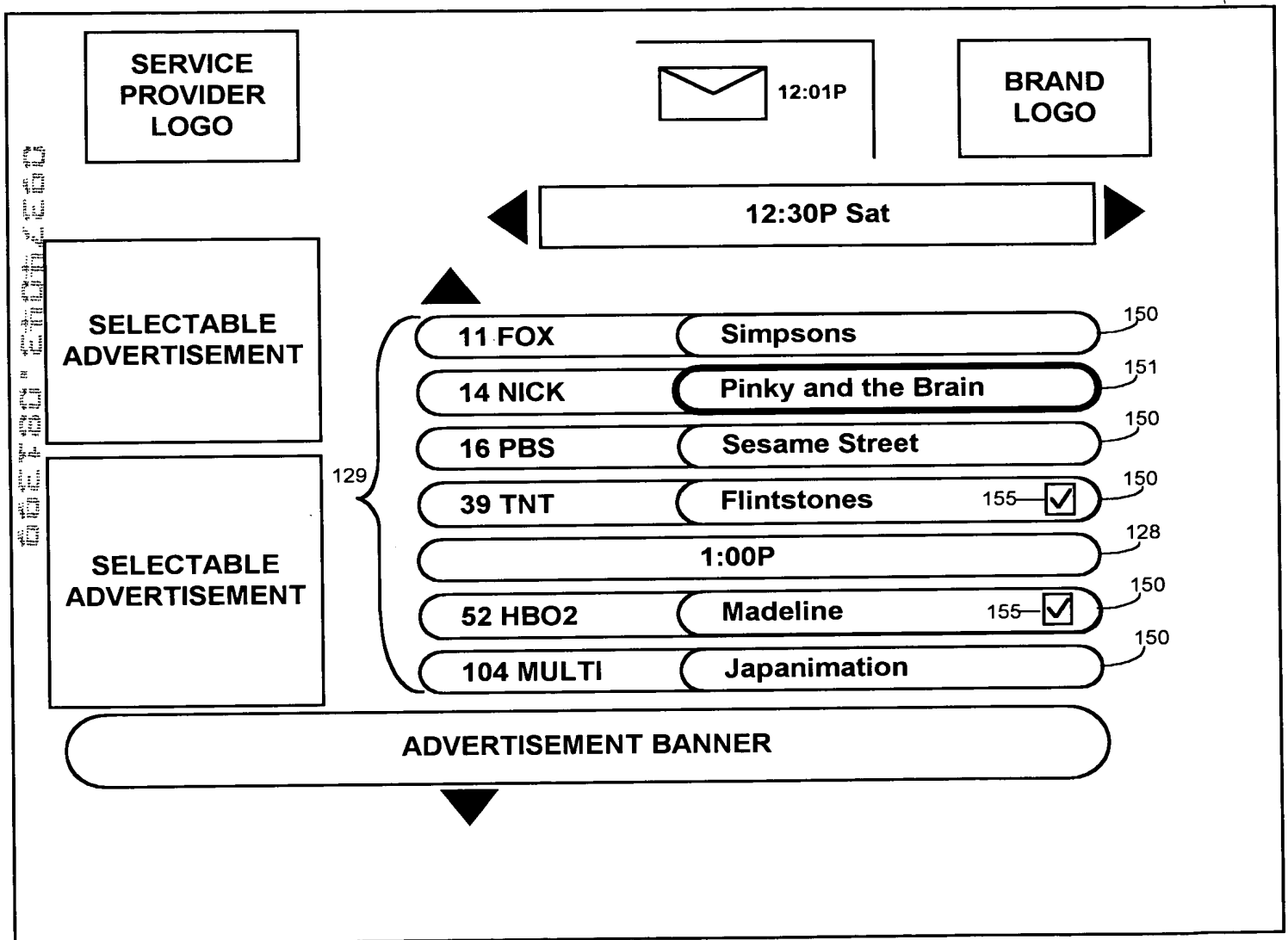


FIG. 8c

SERVICE PROVIDER LOGO

12:01P

BRAND LOGO

SELECTABLE ADVERTISEMENT

SELECTABLE ADVERTISEMENT

147

SAVE AS AGENT

Actor

Bruce Willis

And

Genre

Action

And

Start Min

7:00P

And

Start Max

11:00P

And

End Min

9:00P

And

End Max

1:30A

And

Sort

Alphabetically

FIG. 9a

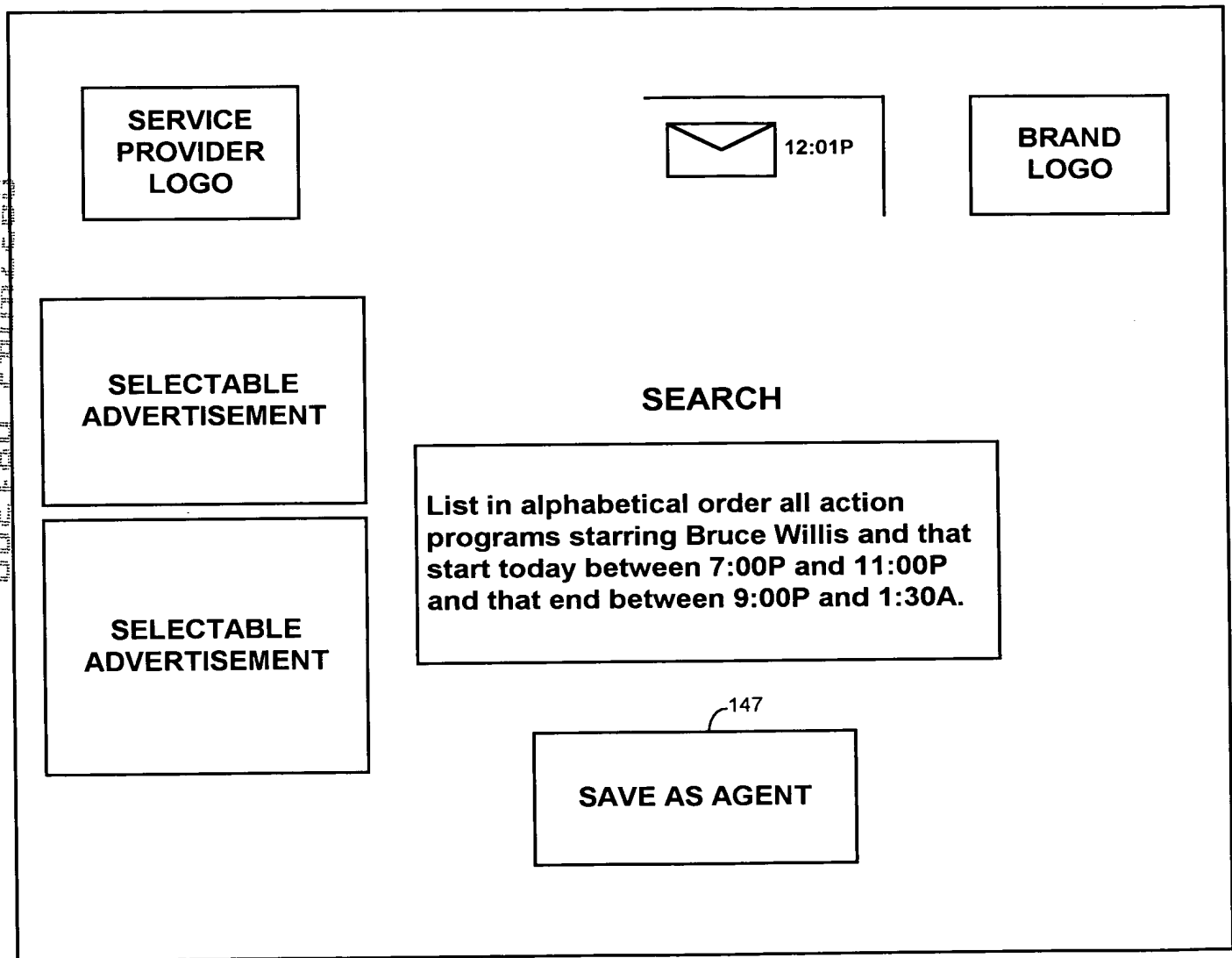
149

FIG. 9b

1101

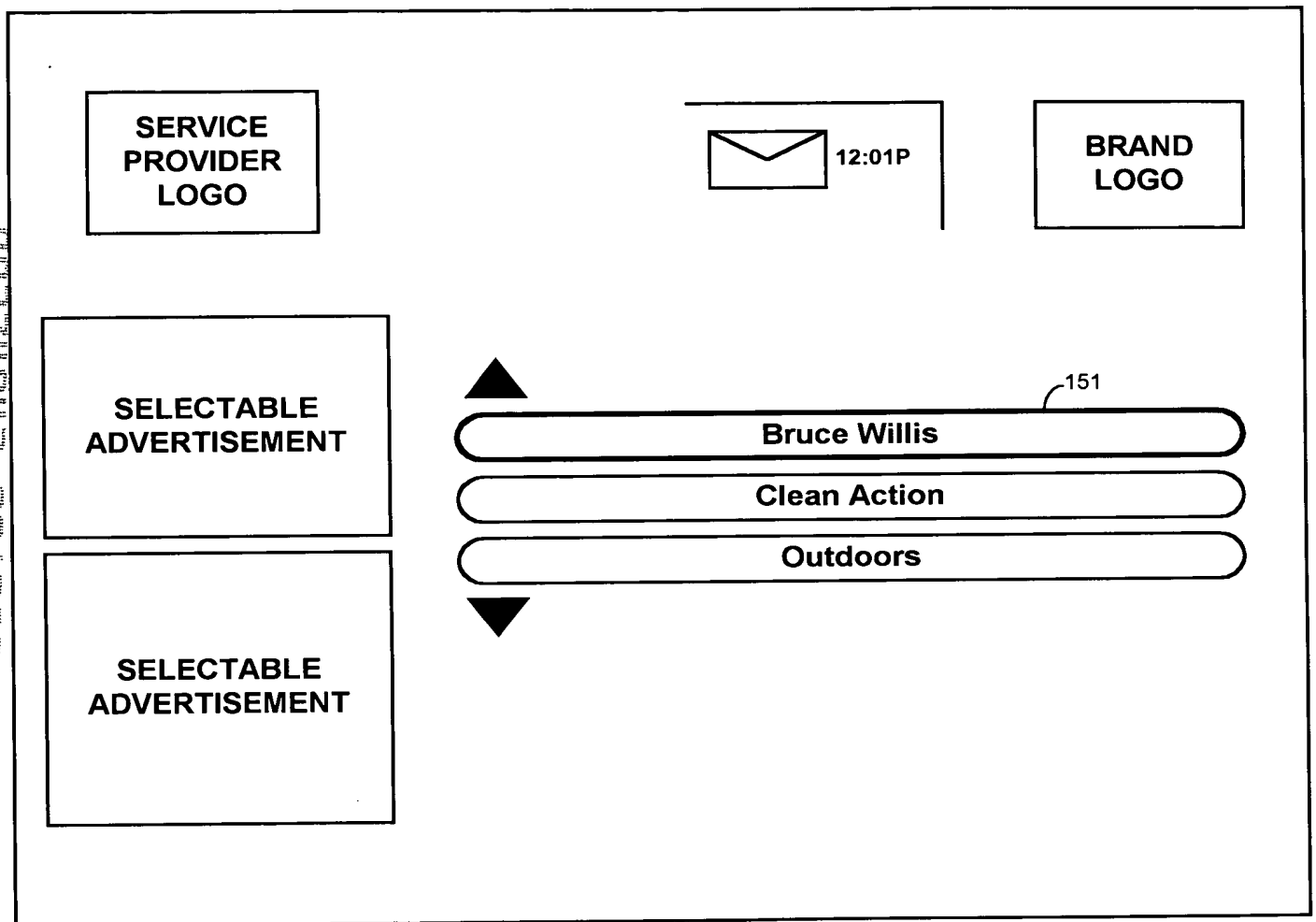


FIG. 10

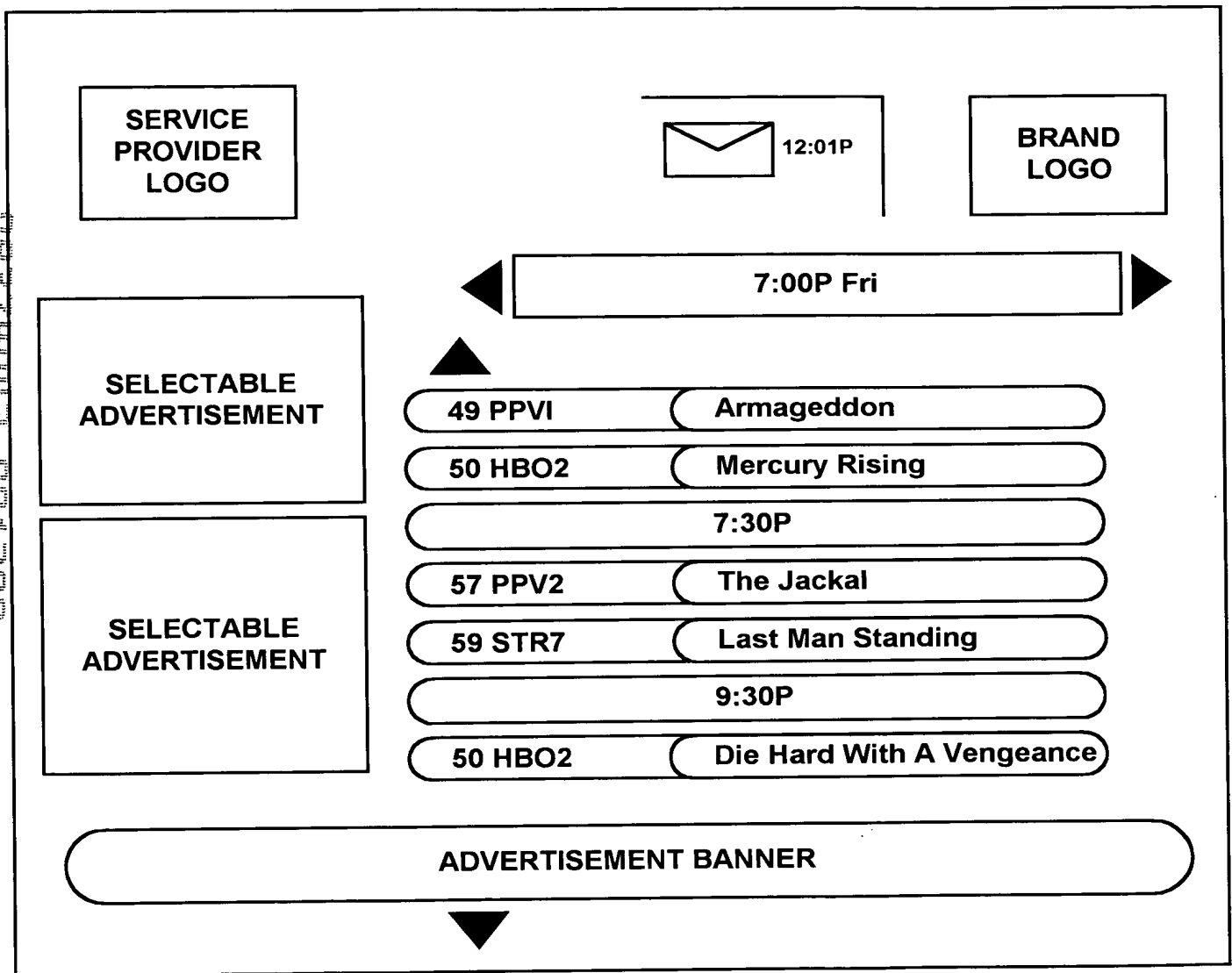


FIG. 11

411

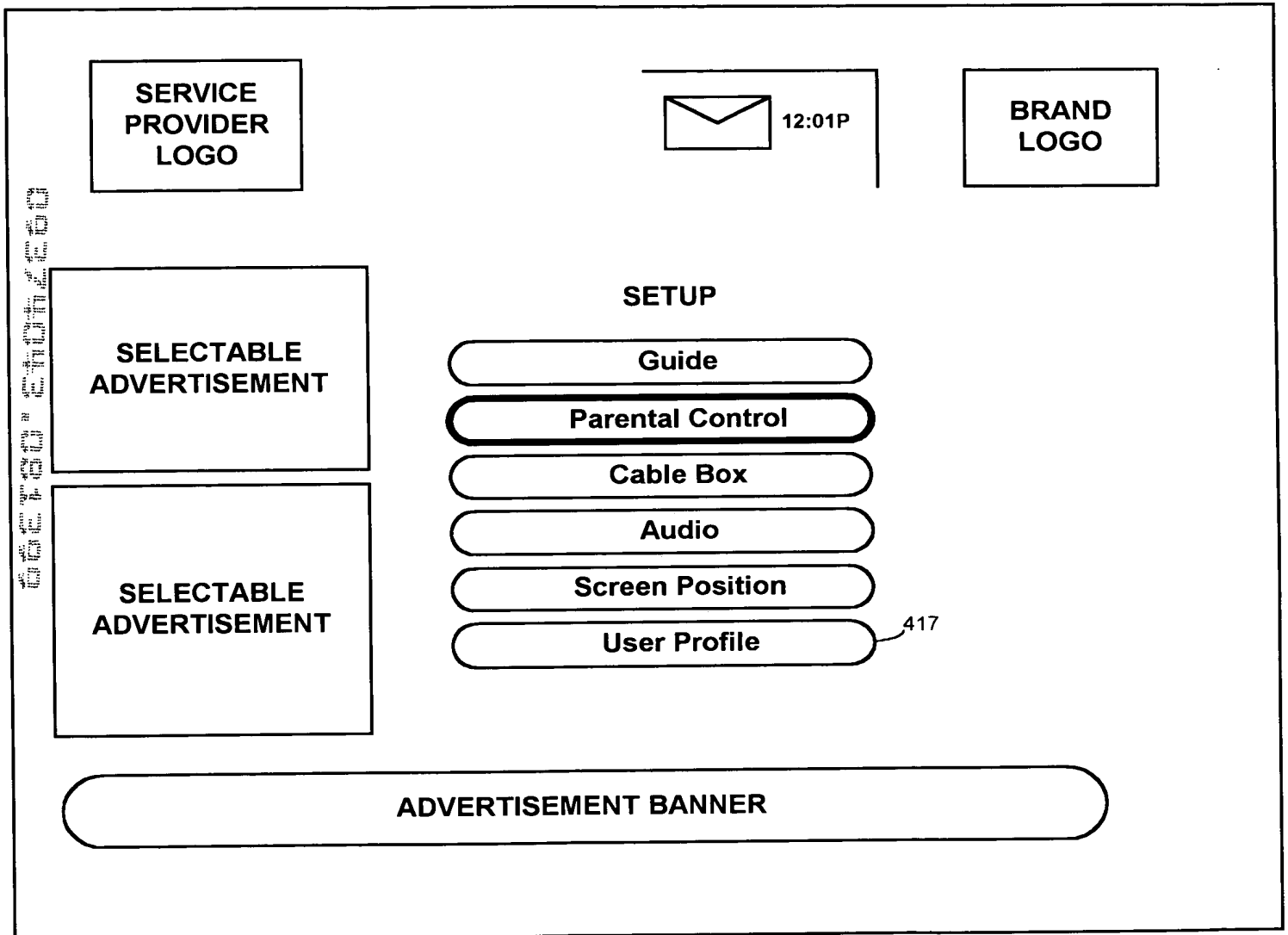


FIG. 12

SERVICE
PROVIDER
LOGO



12:01P

BRAND
LOGO

PREFERENCE PROFILE SETUP

Profile #1 109

Series 111

Frazier 104

Weak Dislike 106

Friends 104

Strong Like 106

Seinfeld 104

Strong Like 106

Providence 104

Weak Like 106

SELECTABLE
ADVERTISEMENT

SELECTABLE
ADVERTISEMENT

147
SAVE AS
AGENT

FIG. 13a

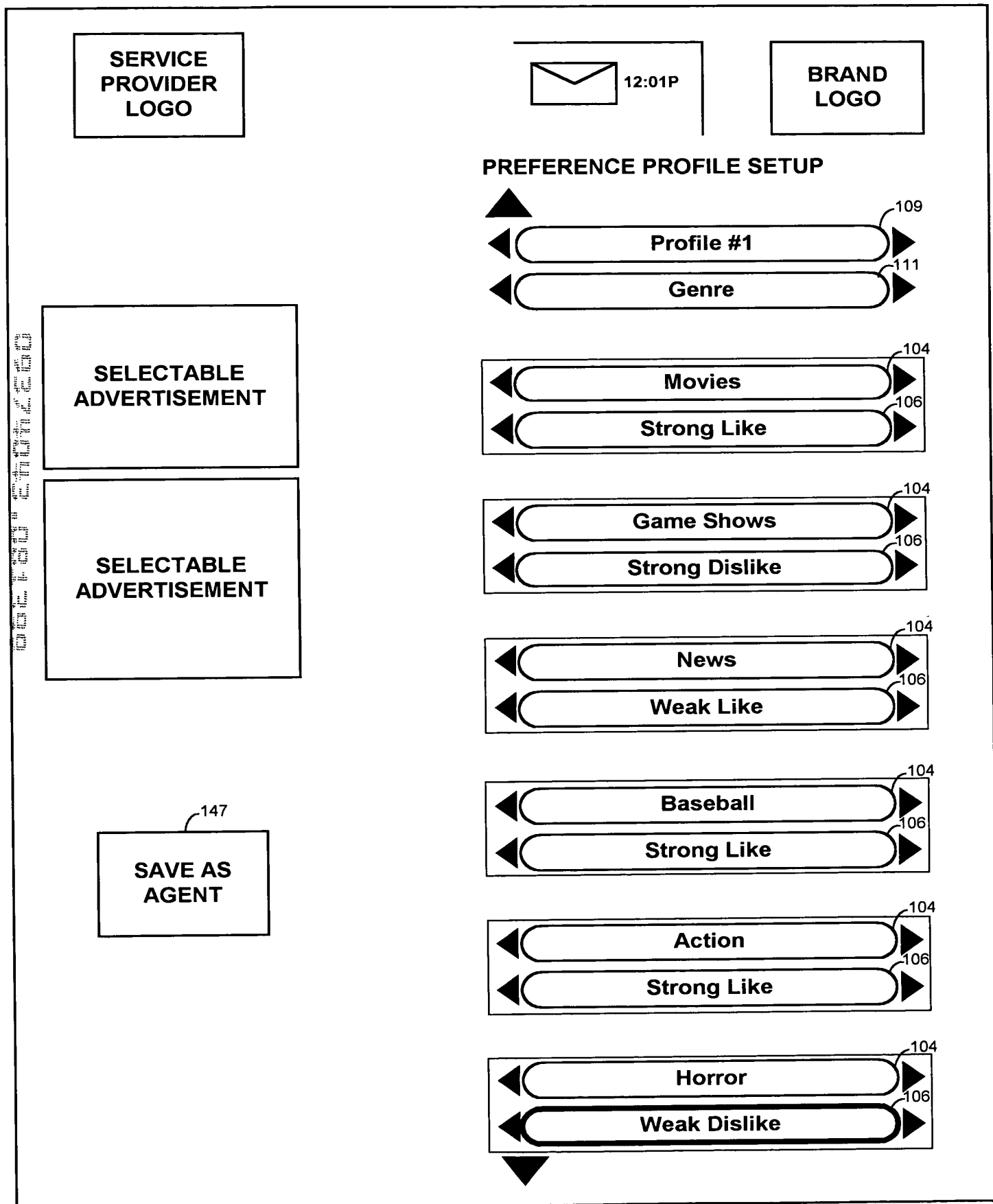


FIG. 13b

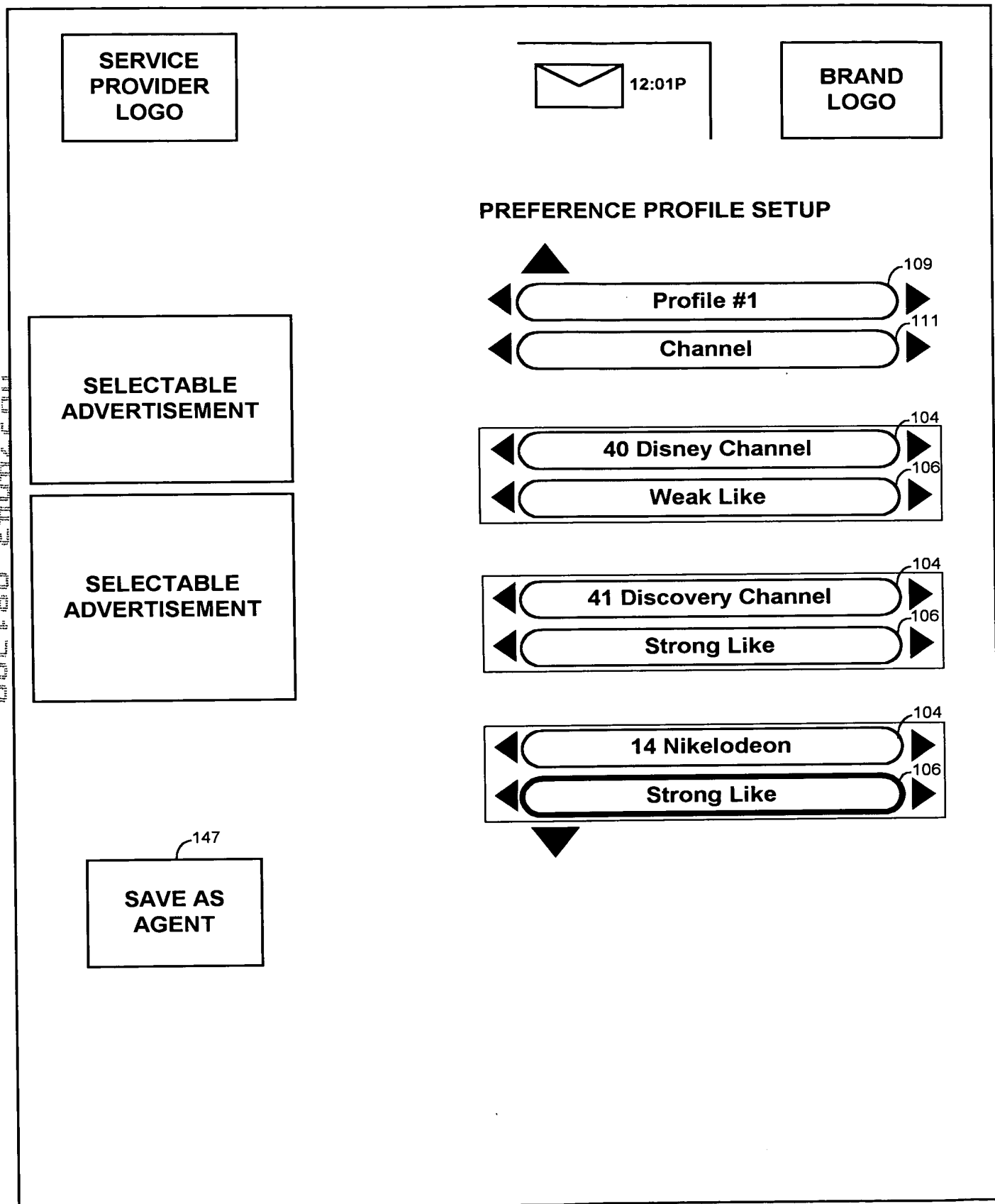


FIG. 13c

FIG. 13d

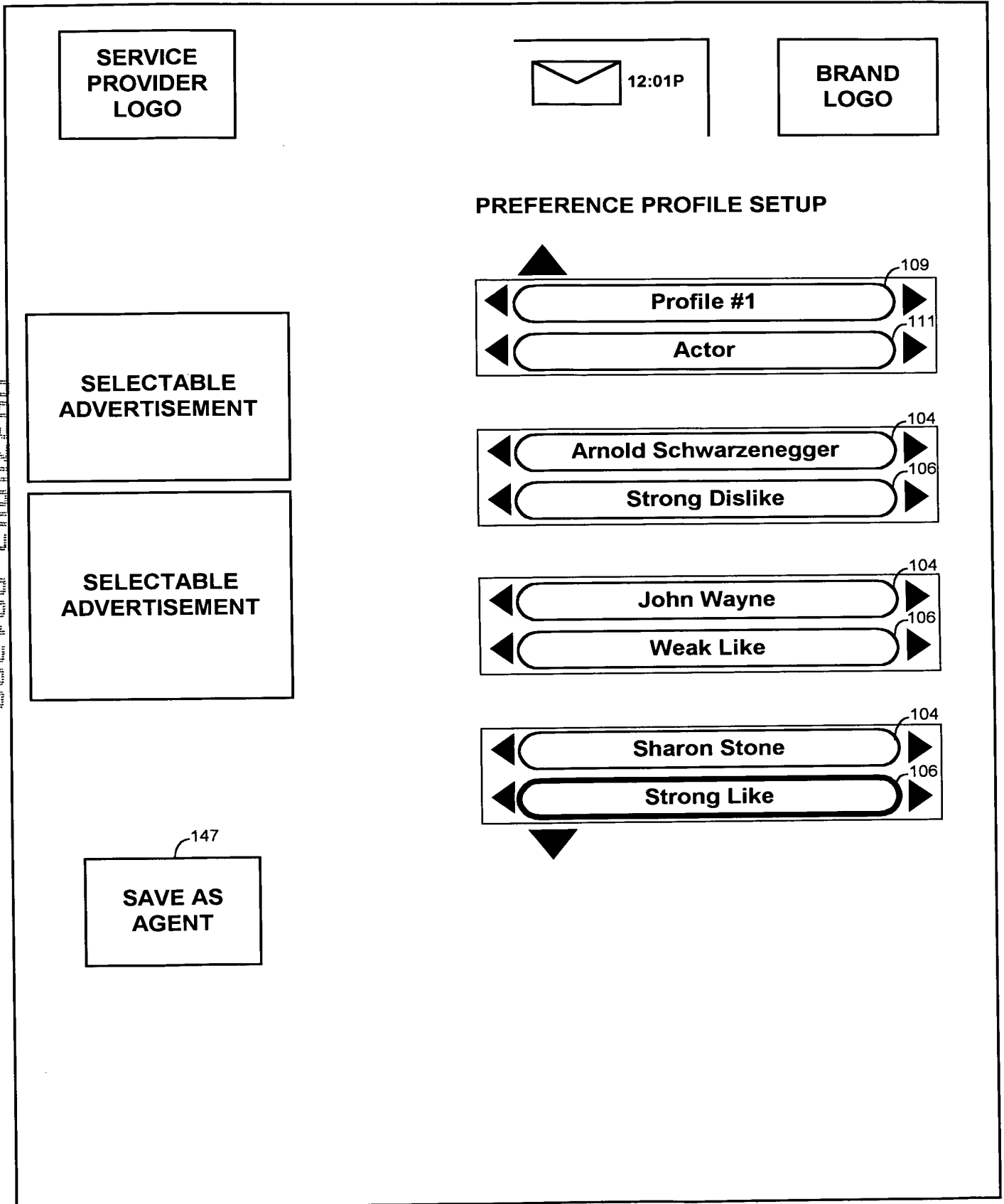


FIG. 13d

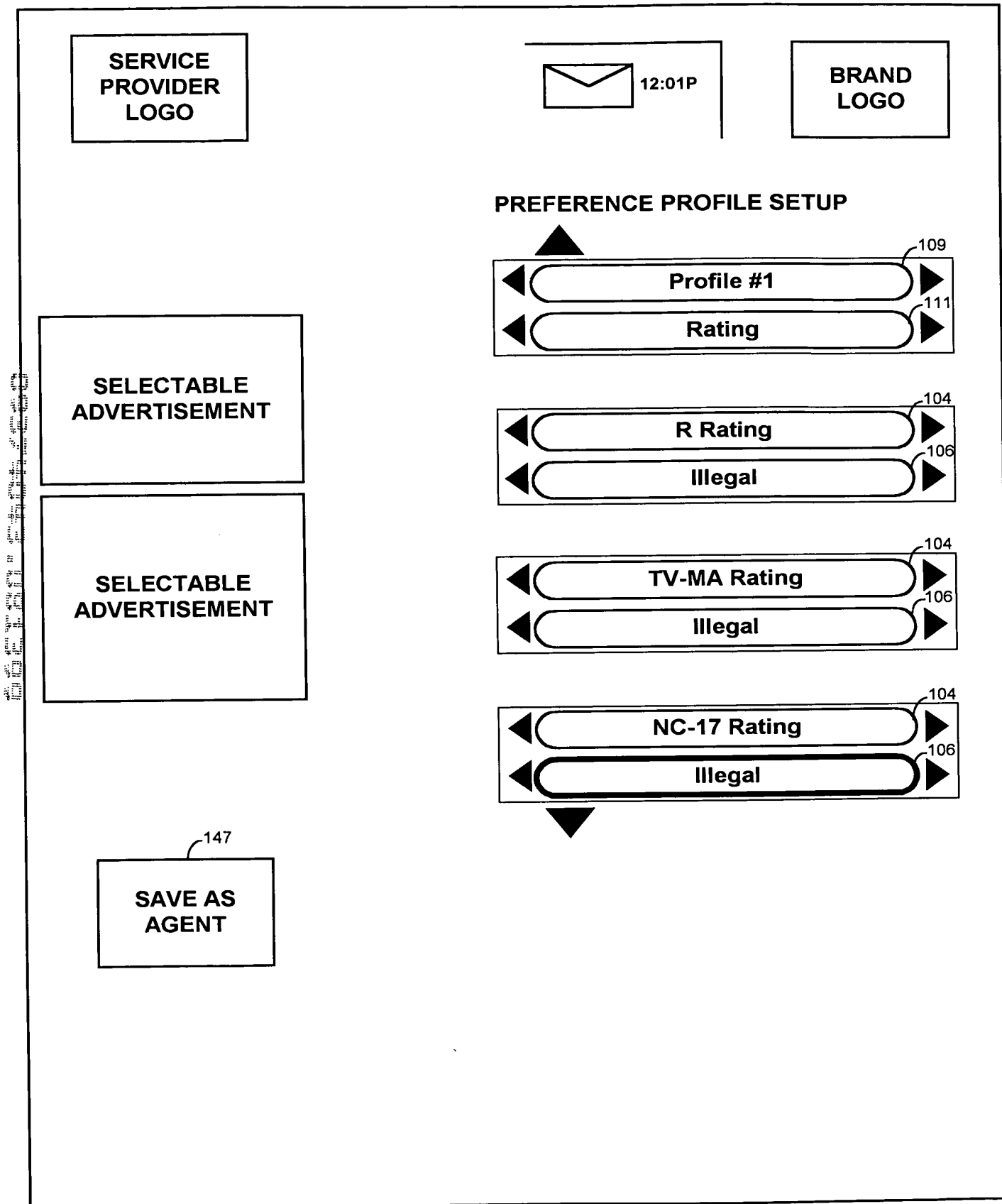


FIG. 13e

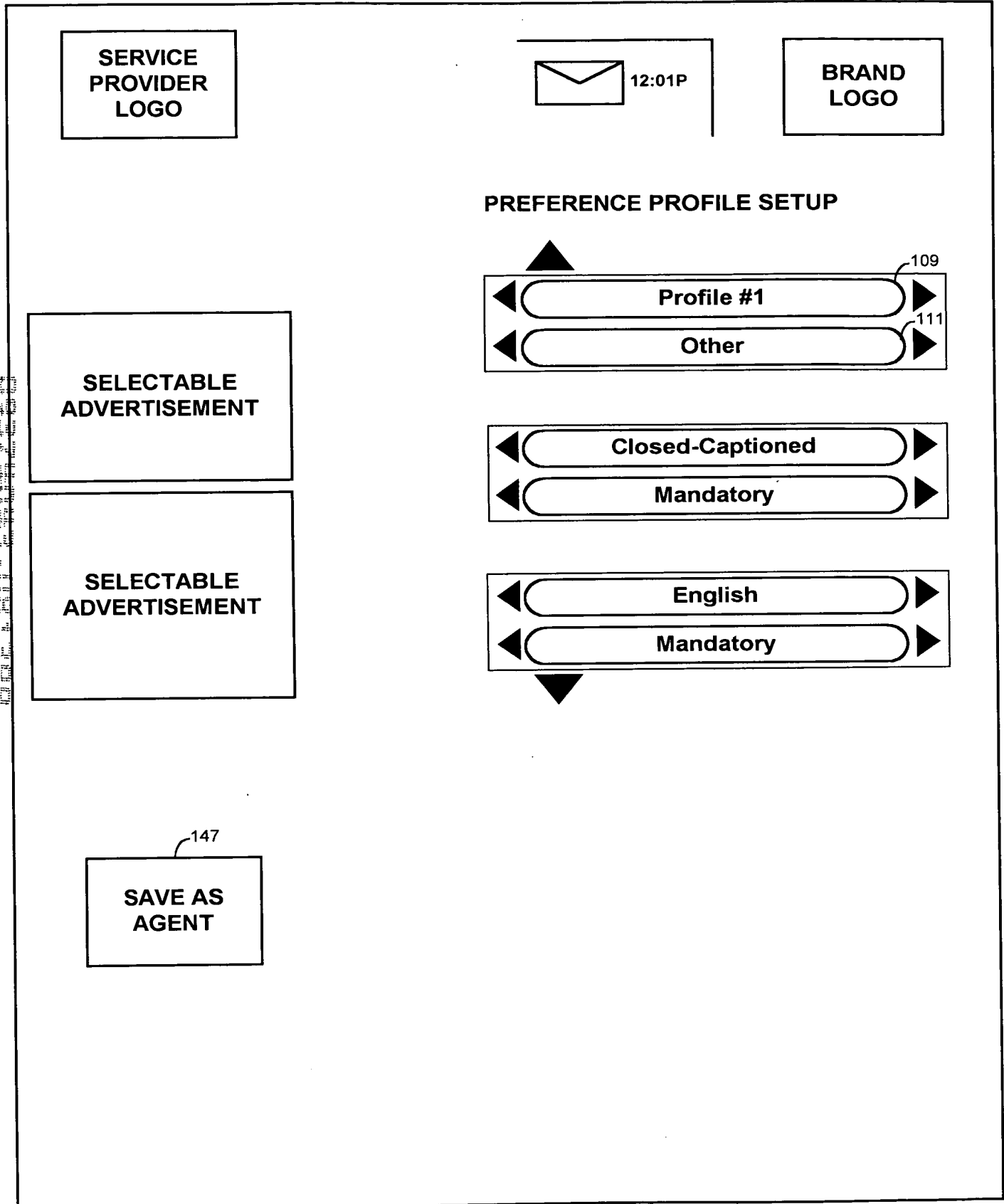


FIG. 13f

130

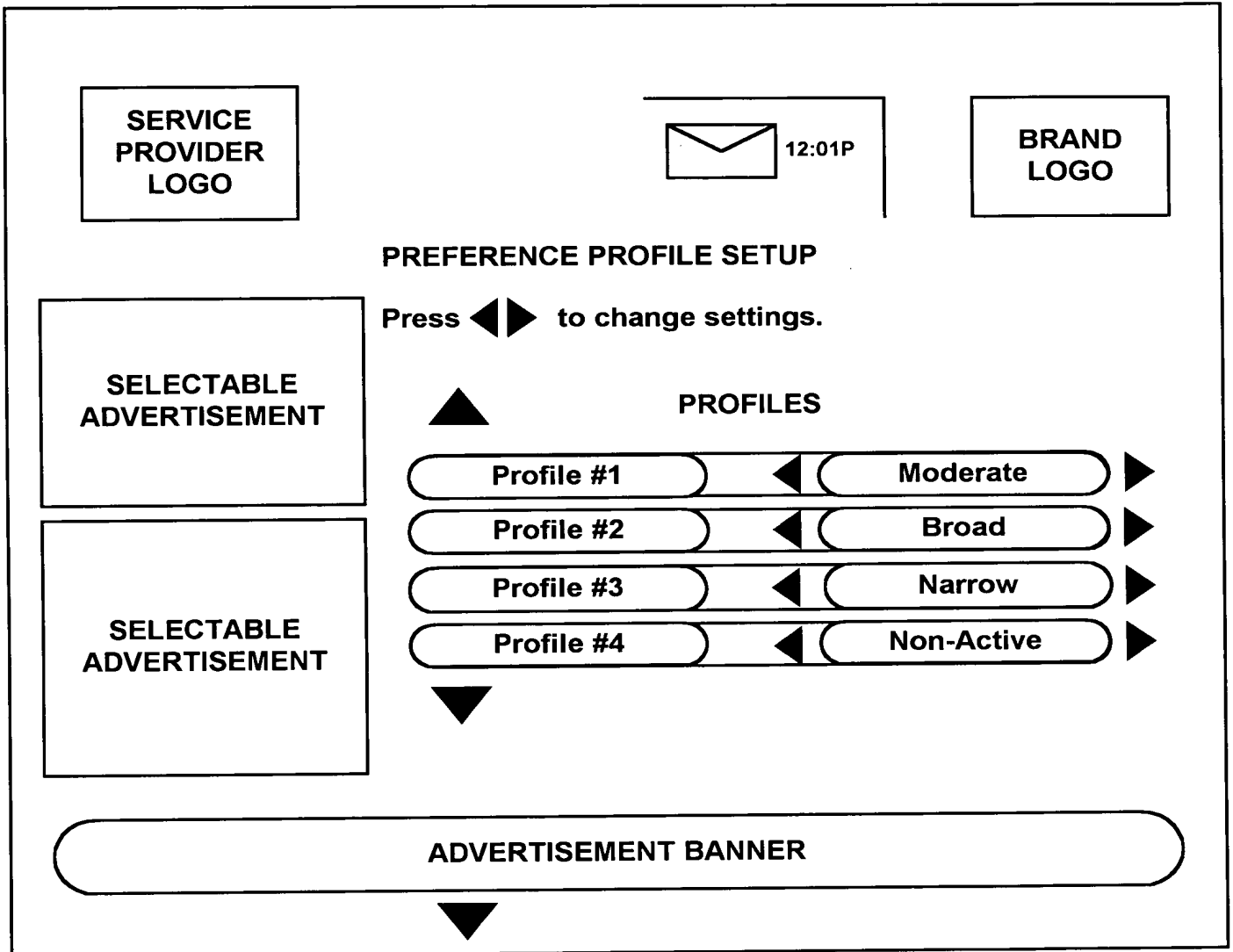


FIG. 14

| NARROW SCOPE | MODERATE SCOPE | WIDE SCOPE | TITLE | GENRE | CC | RATING | MANDATORY+ NOT ILLEGAL | HIGHEST LEVEL |
|--------------|----------------|------------|---------------------------|---------------|----|--------|------------------------|---------------|
| Y | Y | Y | SEINFELD | COMEDY | Y | TV-PG | Y | SL |
| N | N | Y | THE SHINING | HORROR | Y | PG-13 | Y | WD |
| N | N | N | DANTE'S PEAK | COMEDY | Y | R | N | SL |
| N | N | N | NIGHT AT THE OPERA | COMEDY | N | G | N | SL |
| N | Y | Y | ER | DRAMA | Y | TV-PG | Y | NEUTRAL |
| N | N | Y | TERMINATOR | ACTION HORROR | Y | PG-13 | Y | SD |
| N | Y | Y | MY STEPMOTHER IS AN ALIEN | COMEDY HORROR | Y | PG-13 | Y | SL+WD |

FIG. 15

[illegible]

130

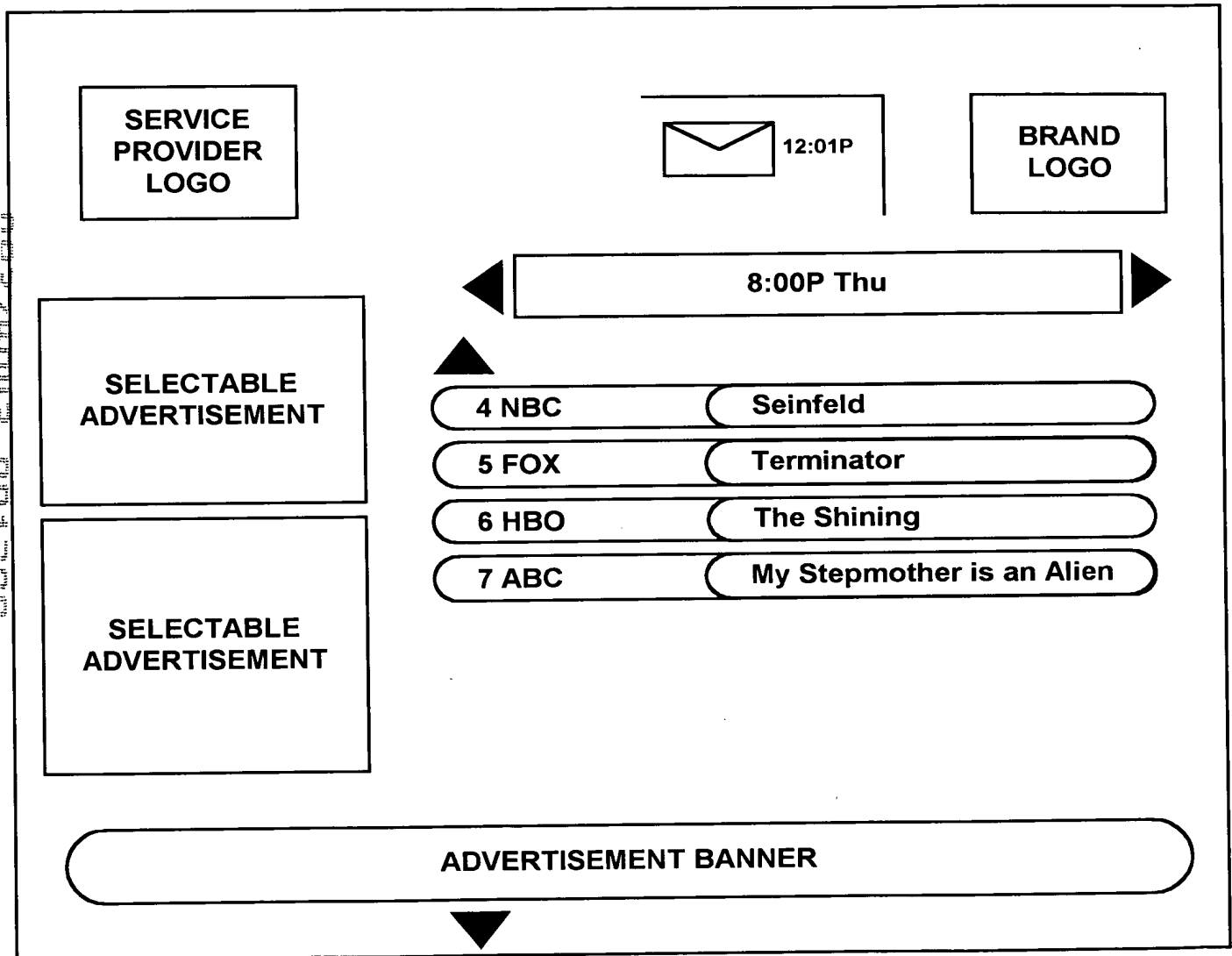


FIG. 16a

130

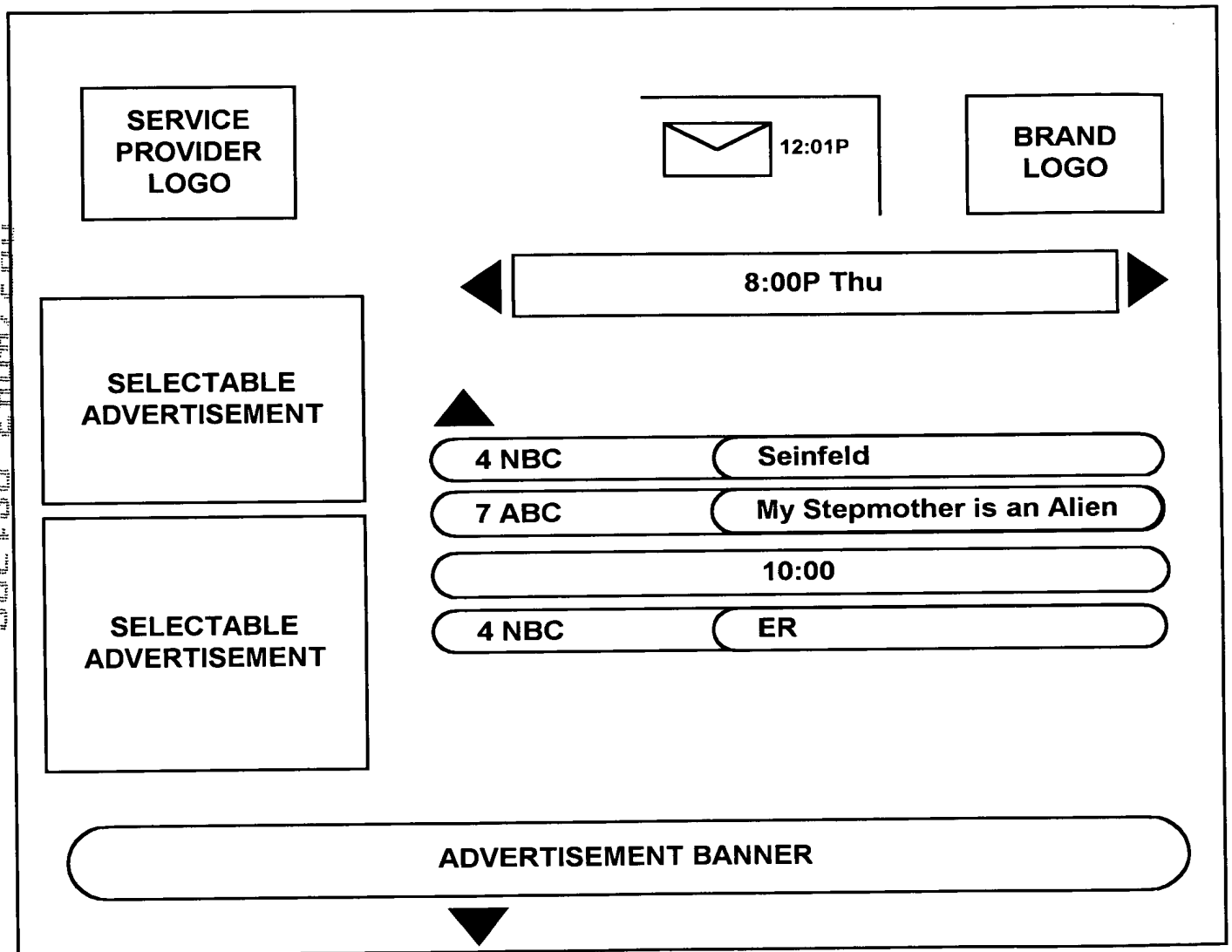


FIG. 16b

130

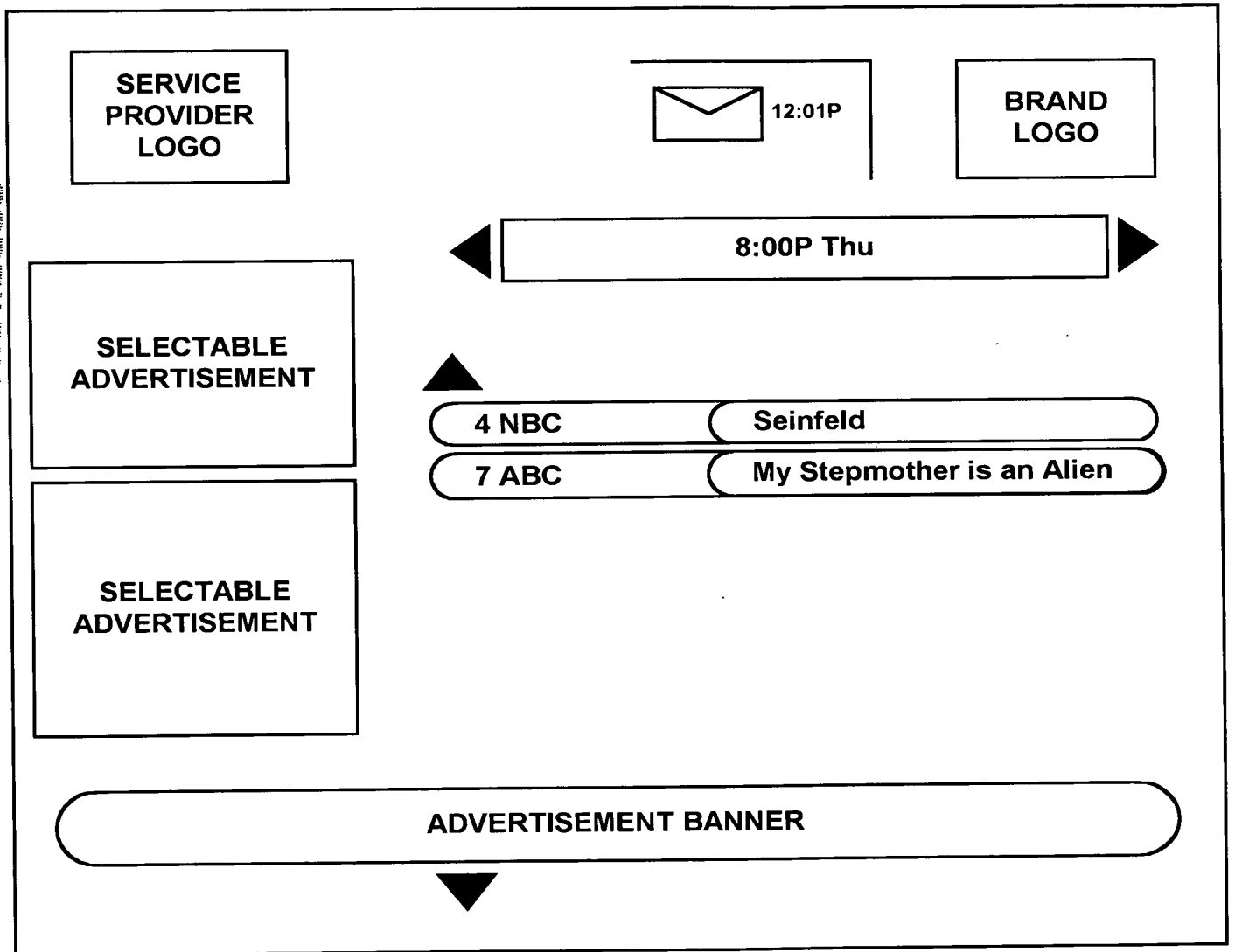


FIG. 16c

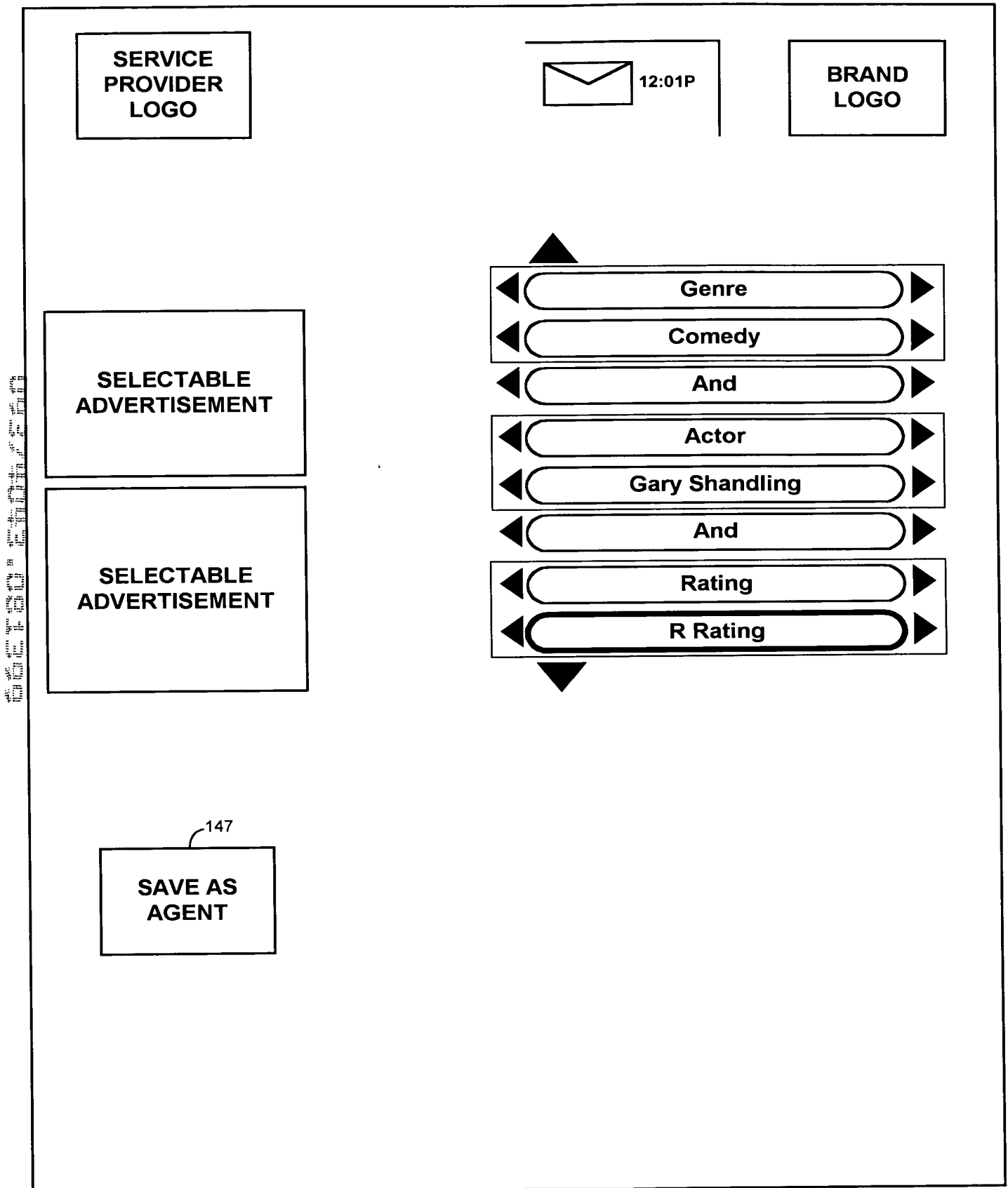


FIG. 17a

169

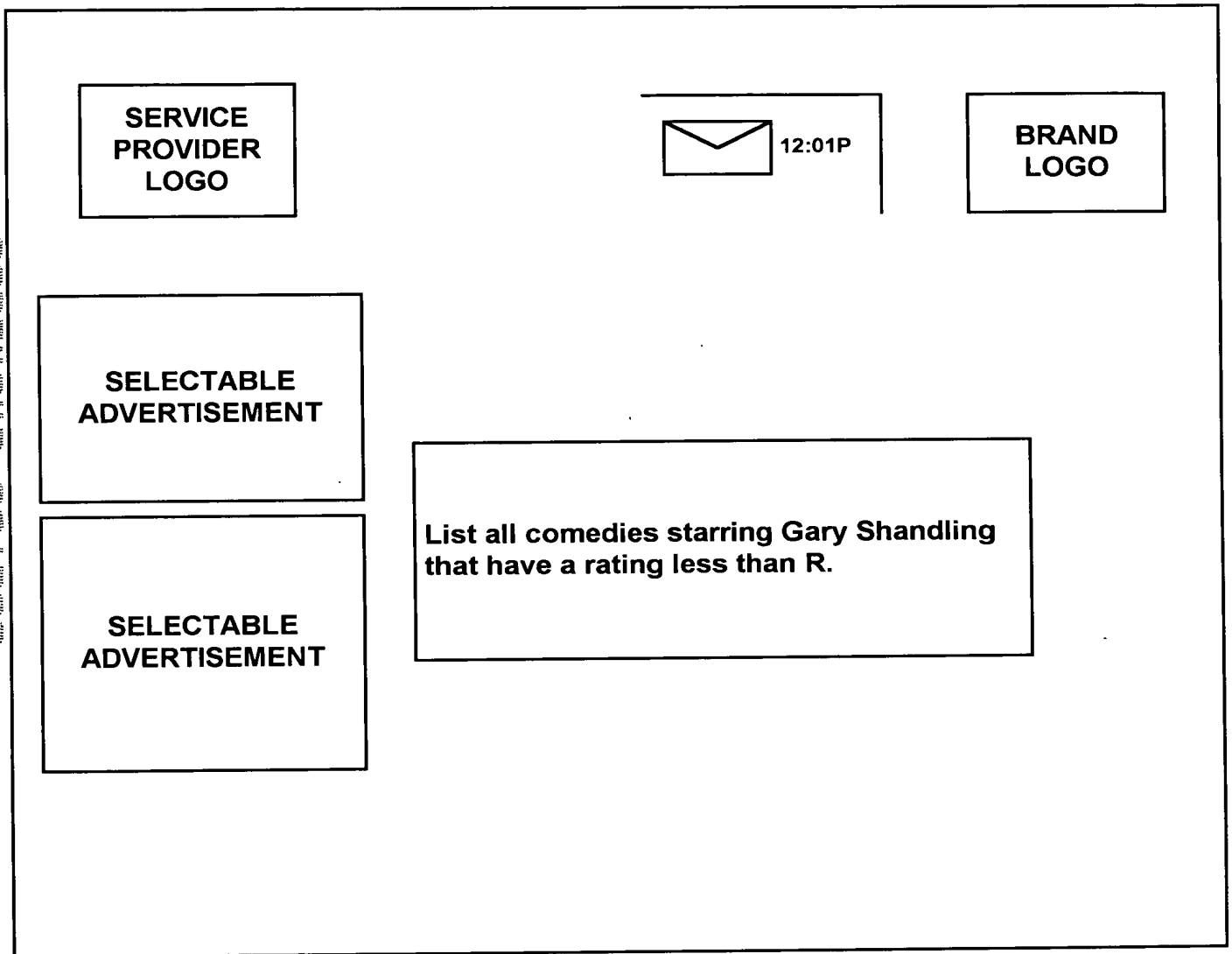


FIG. 17b

VIDEO FOR CURRENT CHANNEL

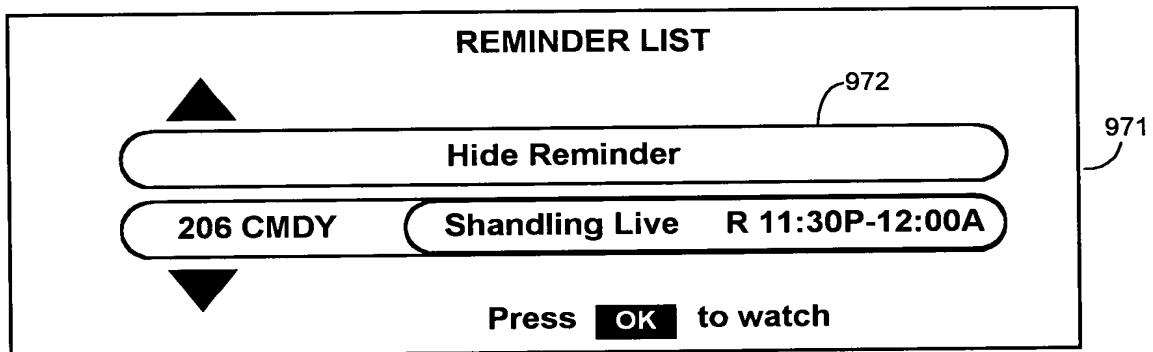


FIG. 18

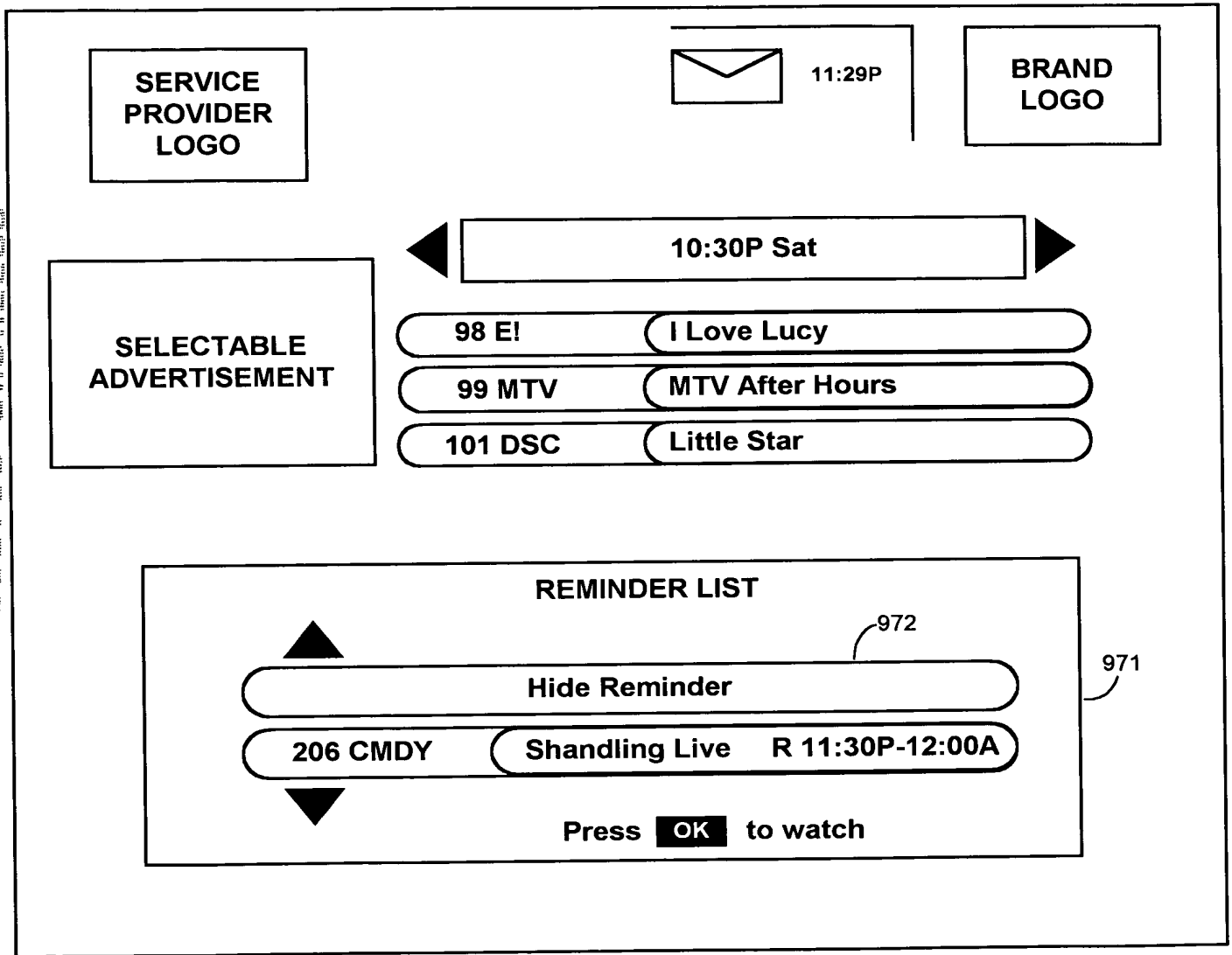


FIG. 19

VIDEO FOR CURRENT CHANNEL

2111

RECOMMENDATION

49 PPV1 Armageddon

Press INFO for more information.
WATCH?

Graphic Yes No

FIG. 20a

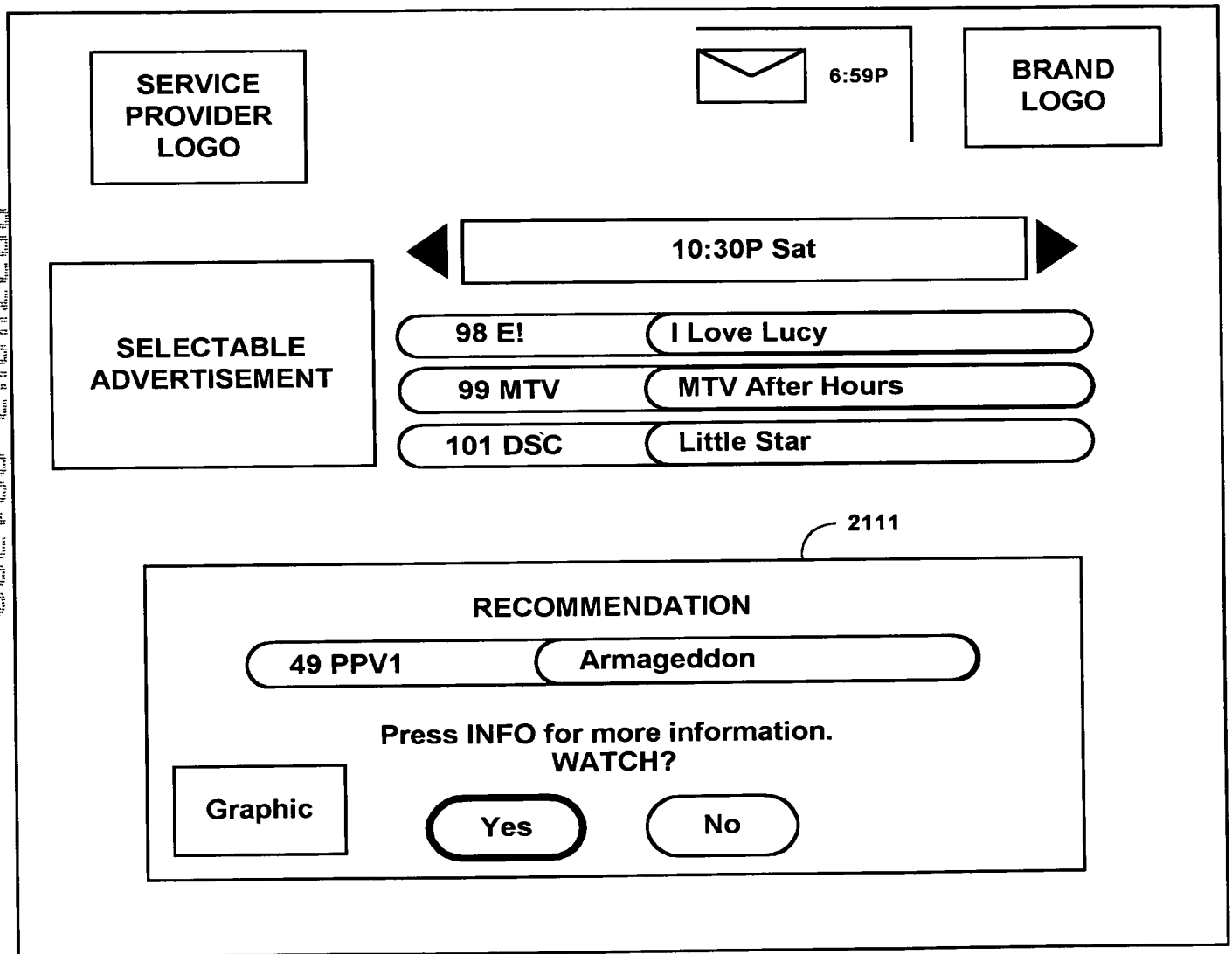


FIG. 20b

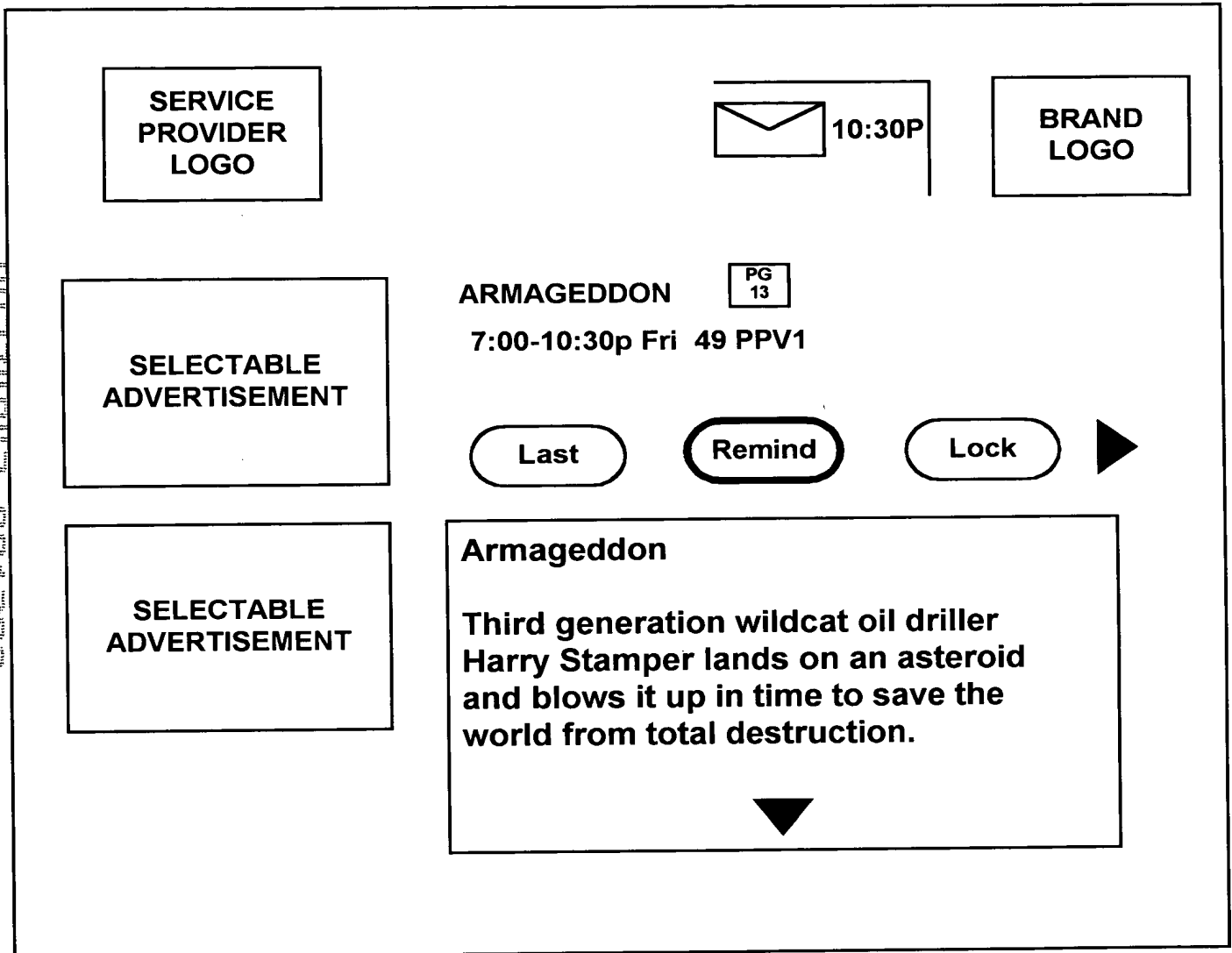


FIG. 20c

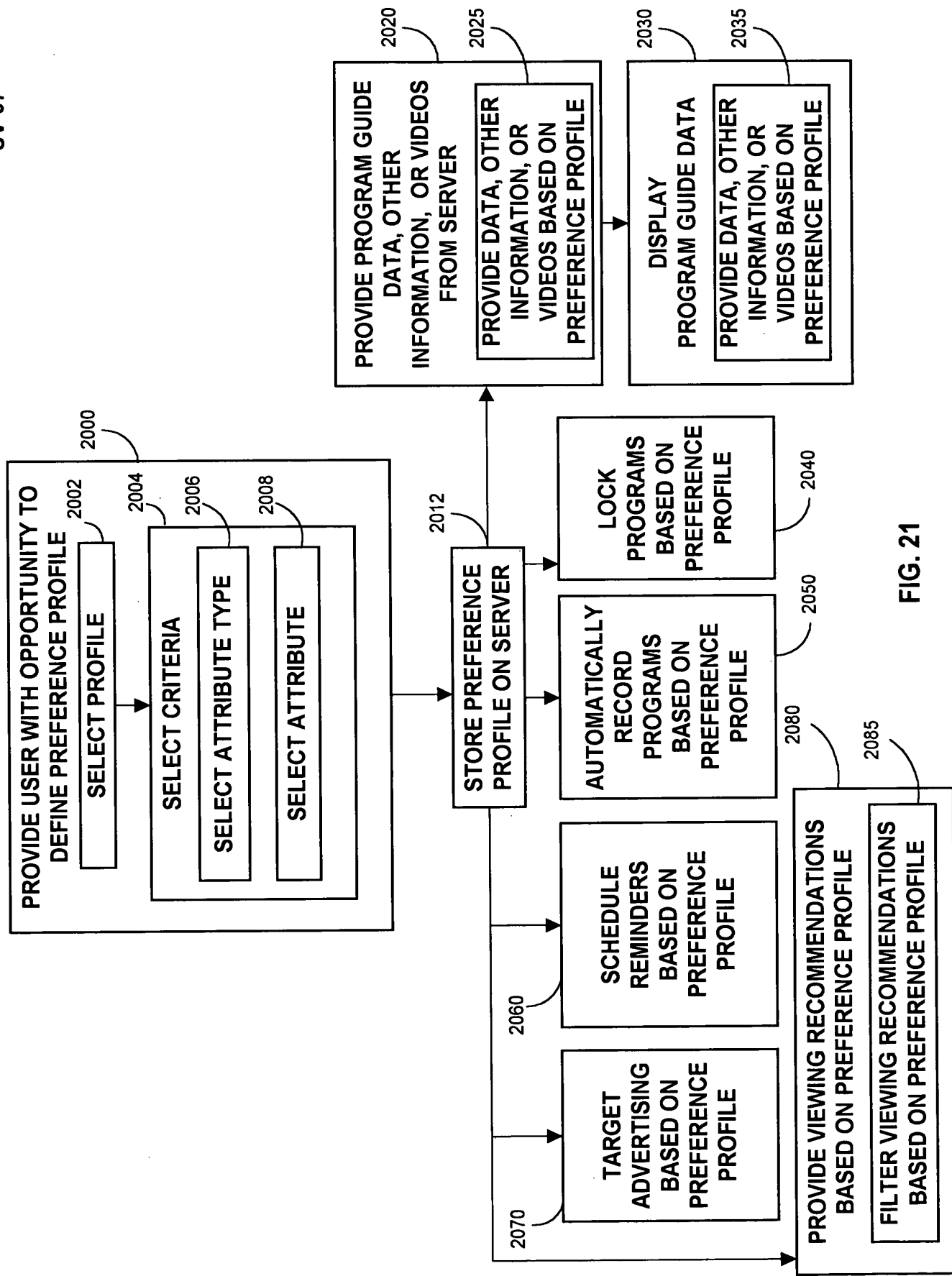


FIG. 21

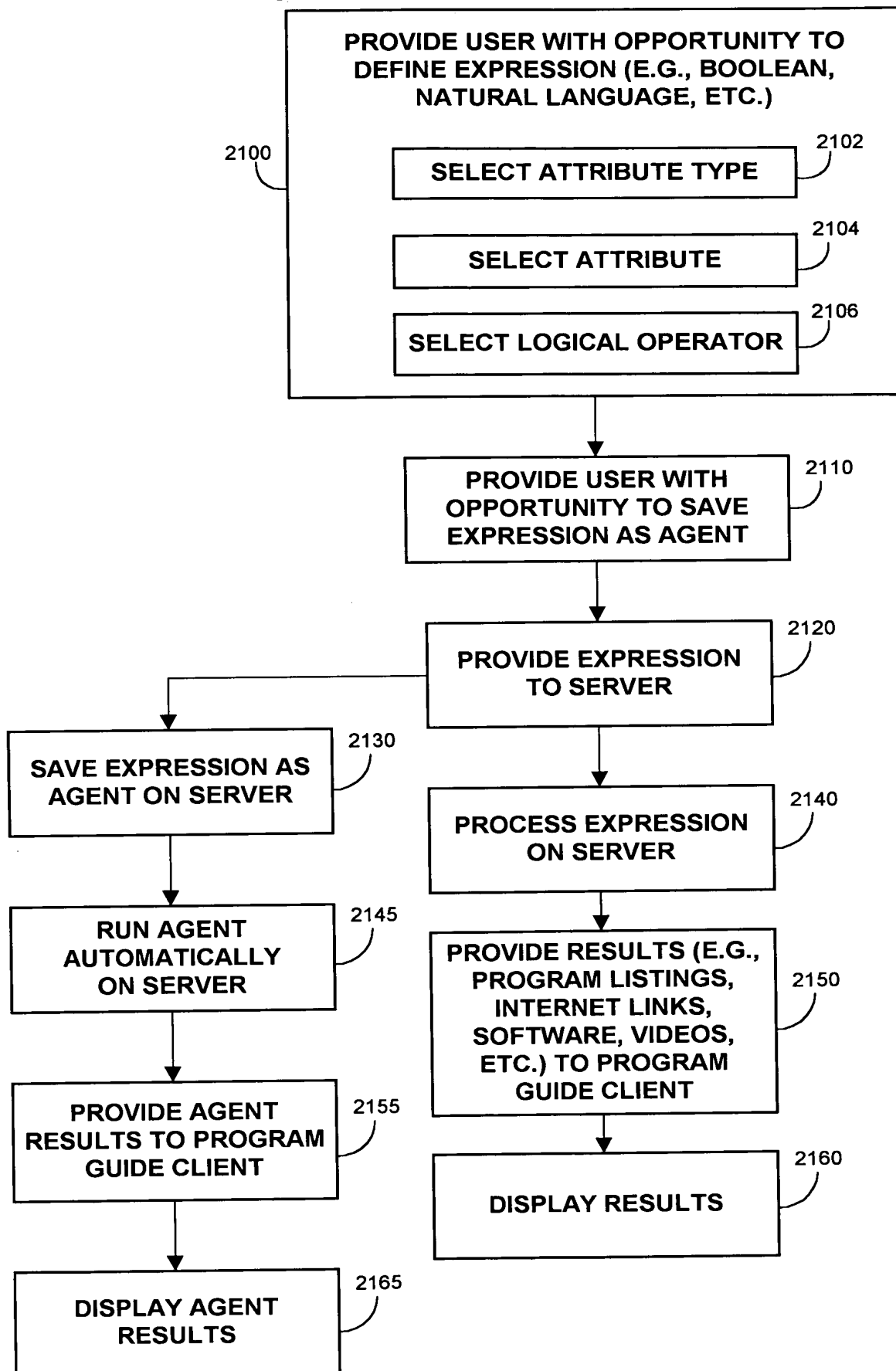


FIG. 22

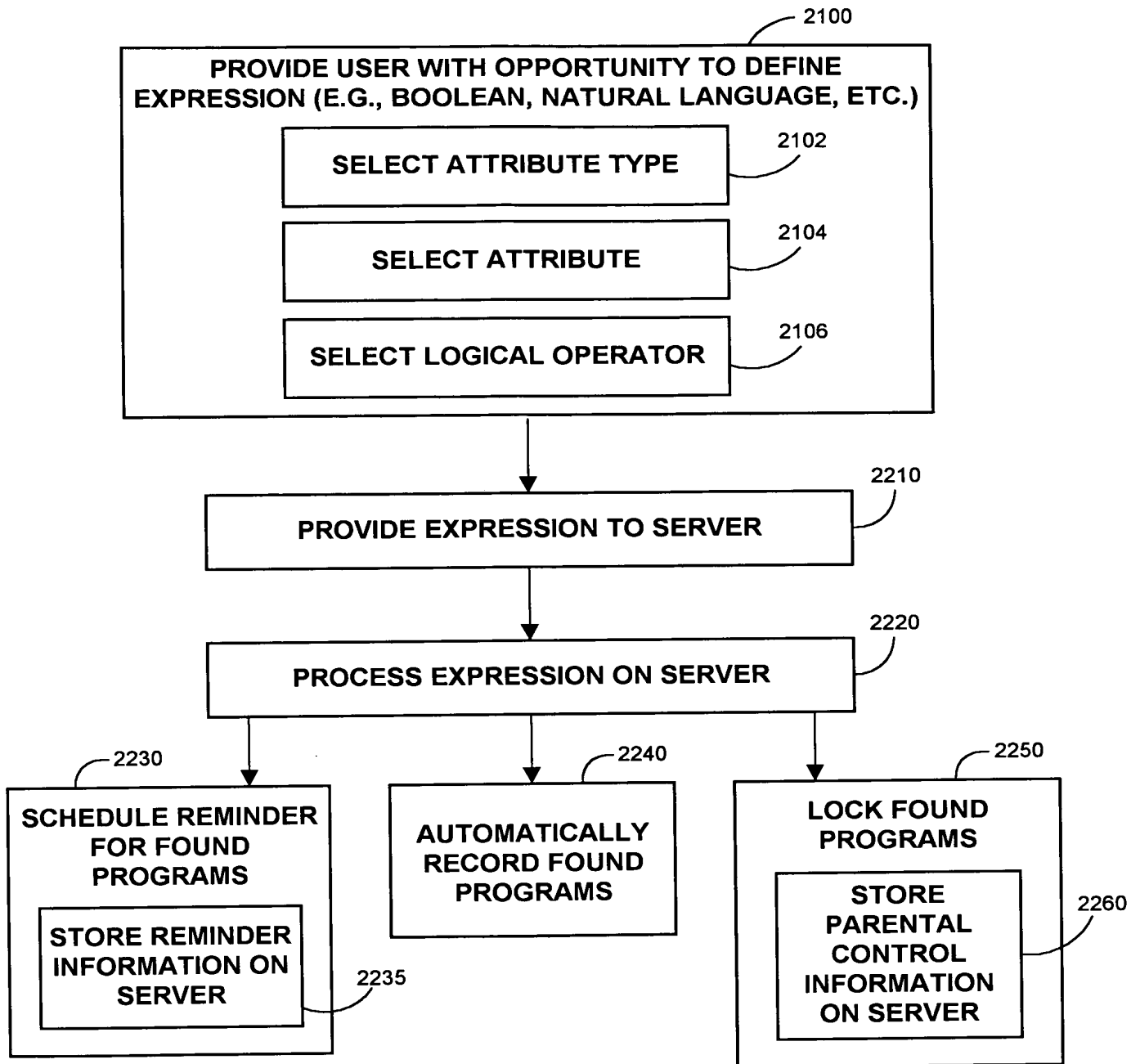


FIG. 23

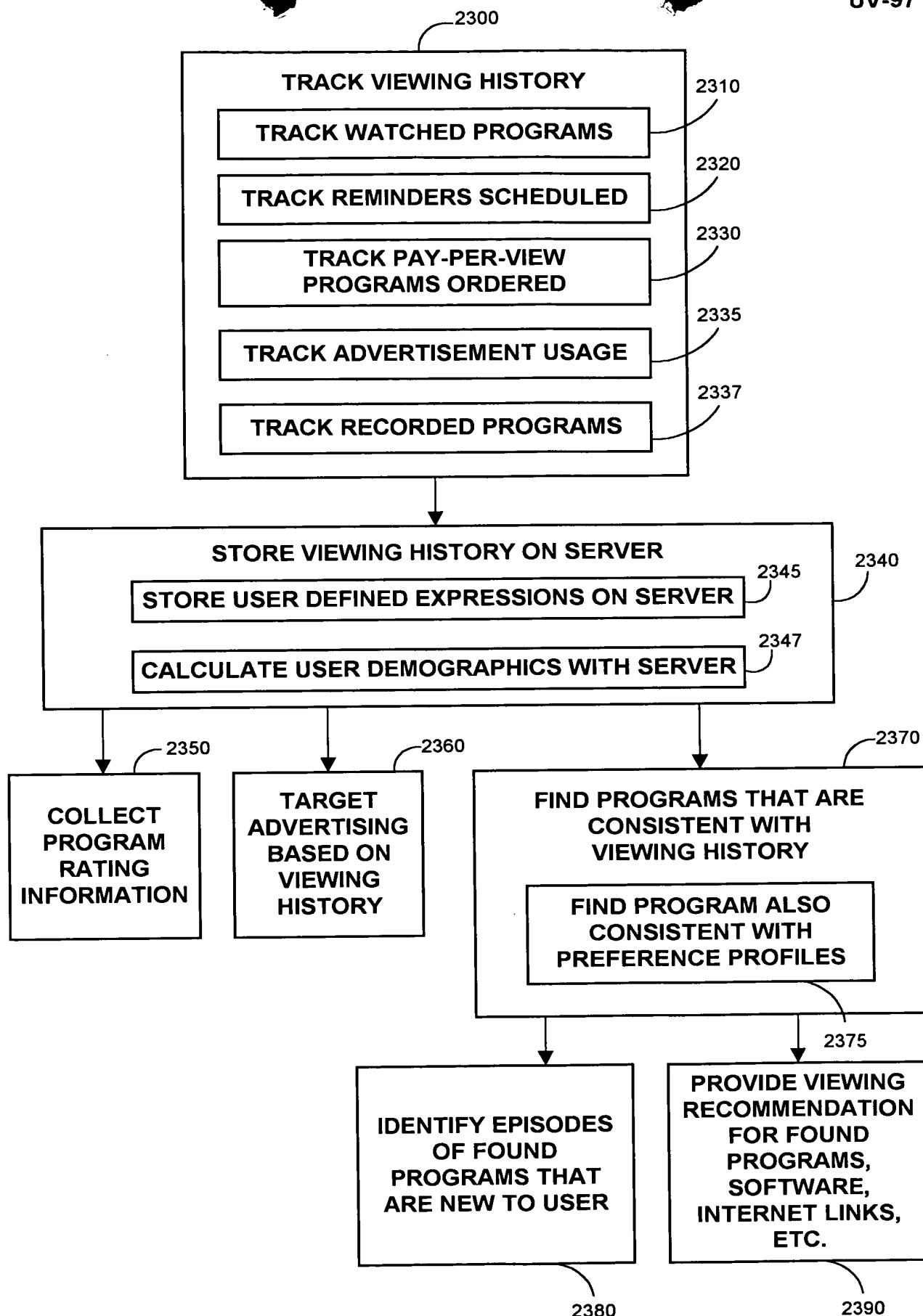


FIG. 24